

Theme Zoom User's Guide

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Welcome to the TZ User's Guide

Welcome to the Theme Zoom 3.0 User's Guide

This user's guide is designed to provide you with a functional understanding of how to use Theme Zoom. All terminology and concepts are explained within the User's Guide, the Glossary, and Appendices. It is beyond the scope of this manual to show you how to use Theme Zoom to build a website. This is demonstrated in a companion document ["VMAD to Blue Print Process"](#)

If you wish to print out the User's Guide, the PDF version of this User's Guide is located here:

[Theme Zoom User's Guide 3.0\(PDF\)](#)

We recommend that you select "Print Frames" and "As laid out on the screen" before printing.

Purpose of Theme Zoom

Theme Zoom is a powerful tool that helps you to analyze your market and design your website based upon that market analysis. These steps are a very basic plan for how you will proceed.

1. Select a *very* broad theme (VMAD) as your website theme at the top of your vertical market,
2. Select certain broad keywords as silos within that theme.
3. Select the articles or topics within the silos, and

4. Select keywords to use within the articles.

Getting Started

For an overview of the Marketing philosophy which gave rise to the creation of Theme Zoom, please view the Camtasia by Russell Wright called [Market Research Driven Keyword Research](#).

We have a vested interest in your online success. It is our sincere desire to help you fully understand the power of the Theme Zoom keyword and market research tool.

Edit Access Information Screen

This section covers the Edit Access Information Screen:

Before you get started with Theme Zoom, you will need to enter your AdWords access information on the Edit Access Information Screen.

We strongly suggest that you create a unique AdWords account to be used with Theme Zoom. When we complete the AdWords API integration we will require you to acknowledge Theme Zoom as your AdWords account manager. This will provide us with the ability to fully integrate the AdWords API into your account. We will NOT have access to your credit card information when you grant us account management status.

Important:

When you sign up for your AdWords account, make sure that you sign up for the Standard edition, NOT the Starter account.

Important:

The "Display Language" setting in your Google AdWords account MUST be set to English (US) for the Theme Zoom Application to function. The "Display Language" setting can be viewed/modified in your AdWords Account under:

My Account -> Account Preferences -> **Language and Notification Preferences**

[Link to AdWords Account Sign up page](#)

[AdWords Sign Up Video](#)

Once you have an AdWords Account, enter your AdWords Account information (email and password) on this screen and click Update Adwords Login Info.

Update AdWords Acct. Info. below:

Email:

Password:

Theme Management Screen

This section covers the Theme Management Screen.

The Theme Management Screen is your home base. You can view all the themes that you have been working within Theme Zoom from this screen, and at a glance, get very useful information regarding those themes.

From this screen it is possible to analyse and make adjustments to your themes. A quick overview shows you what can be accomplished from this screen:

1. Add new themes
2. Import keywords
3. View and compare the market information overview for VMAD Themes
4. View and compare the information overview for project themes
5. View and compare your current themes in the Themes Tree, and the position of that theme within the project hierarchy
6. View the Blue Print overview information for a theme
7. Move themes from the VMAD Table to the Project Level of the Themes Tree
8. Move themes from the Themes Tree to the VMAD Table
9. Prune and graft themes on the Themes Tree
10. Generate a Blueprint of a project and download it to your computer
11. Delete themes from the Themes Tree
12. Select VMAD themes and a Project, Silo or Article theme as your current working themes
13. Proceed to the Zoom Analysis Screen

Getting Started

To begin a new project on the Themes Management Screen it is necessary to perform a Vertical Market Analysis Drilldown. For an overview of VMAD, see [Vertical Market Analysis Drilldown](#).

When adding a new theme, including a VMAD theme, please refer to the section called [Add New Theme Button](#).

After the first VMAD has been added, it is possible to move it, or any subsequent VMAD, down to the projects level of the Themes Tree (see [moving themes between VMAD and Themes Tree](#)). This theme will then be the overall theme of the project or website. From this point it is possible to perform drilldowns of recommended or promising keywords found on the Zoom Analysis screen, in which case the theme tree grows naturally (see [drilldown button](#)). Alternatively, other themes can be pruned and grafted onto this tree (see [prune and graft](#)).

Themes Management Screen

This screen is divided into three sections:

1. upper portion showing the Theme Management Buttons
2. middle portion showing the VMAD Table
3. lower portion showing the Themes Tree.

The links to the functional descriptions for the Theme Management Buttons are available below.

The middle portion of the screen is covered in the section called [VMAD Themes Table](#).

The lower portion of this screen is covered in the section called [Themes Tree](#).

The upper portion of the Theme Management Screen is shown in the picture below:



Buttons on the Theme Management Screen

The Buttons on the Theme Management Screen include the following topics which are covered in later sections of this manual:

[Add New Theme](#)

[Zoom Analysis Screen](#)

[Import Keywords](#)

[Edit Access Info](#)

[Delete Checked Themes](#)

[Prune and Graft \(Move selected theme to a new location\)](#)

[Generate Project Blueprint](#)

Click on the following links for related information

[Vertical Market Analysis Drilldown \(VMAD\)](#)

[VMAD Themes Table](#)

[Themes Tree](#)

[Select Working Themes](#)

[Moving Themes Between VMAD and Themes Tree](#)

Vertical Market Analysis Drilldown (VMAD)

This section provides a brief overview of the Vertical Market Analysis Drilldown (VMAD)

For instructions on how to Add New Theme as a VMAD, see the section [Add New Theme Button](#).

Before you can make an informed decision on the main theme for your website, you must

perform a Vertical Market Analysis Drilldown (VMAD) to survey your market from a high level.

Why Use the VMAD?

Market Analysis is an important, and often ignored, step in website theme development. This is such a critical aspect of analysis that, as of Theme Zoom version 3.0, we are requiring users to perform this function before choosing silos and articles for their website.

By doing the VMAD, you are viewing a higher level of analysis than the pre-chosen market segment of your theme. Any time you drill into a term that is broader than your market segment, yet closely related to it, you are "zooming out" to view the big picture of your vertical market.

"Zooming out" is equivalent to climbing up your [vertical market](#). The information gleaned in the VMAD will allow you to "map the webscape" of your overall market. This information allows you to see trends and traffic patterns within the market segments that make up your chosen market. From this new perspective, you may decide to adjust or change the main theme of your website in order to focus on a newly discovered aspect of your market which is more easily dominated, or in some way more promising. When you climb up your vertical market silo, the theme you use often will appear as a high scoring [Subtheme](#) or [Niche](#) of your new higher-level theme.

There is an extensive description of the VMAD in the document called [The Perpetual Keyword Money Machine](#).

VMAD Themes Table

This section covers the VMAD Themes Table on the Theme Management Screen.

The middle portion of the Theme Management Screen shows the VMAD Themes Table with market overview information regarding each VMAD. This allows for a quick market comparison as well as individual market analysis.

The VMAD Table is shown below:

Vertical Market Analysis Drilldown (VMAD) Themes

Theme Name	No. of Comp. Websites	Estimated Customer Conversion Indicator		Collective EV Market Share	Qty QUAD Nom Themes	Qty TRI Nom Themes	Expensive Market Indicator	Qty Google AdWords	Qty PayPal Stores	Qty Ckbank Pdrcts	Qty Ebay Stores
		overview	detailed								
<input checked="" type="checkbox"/> organic dark chocolate	32,800	80	10876821	0	0		29				

Move checked VMAD Themes to Themes Tree

Column Descriptions

The columns on the VMAD Table are as follows:

Theme Name
Name of the theme.

No. of Comp Websites
Number of competing websites for the theme.

Estimated Customer Conversion Indicator (overview and detailed)

This indicator represents the conversion potential for the theme or market segment. This is the number of individual customers you can expect to acquire based on a conservative direct response industry standard of 1% conversion.

Overview - This figure looks specifically at the Parent Theme and Synonyms that you have chosen for this drill. It excludes those synonyms marked as KGO (Keyword Gathering Only) and is therefore, a general indicator for your theme at its broadest level.

Detailed - This figure takes into account all the keywords in your Zoom Analysis Screen that indicate a high degree of relevance (via the TRI Index). Due to the examination of a broader range of keywords, it offers a more detailed view of the market.

Collective EV Market Share

This is the aggregate sum of the Market Share of the Expert Verbiage Priority 1 and 2.

Qty QUAD Nom Themes

The number of Quad nominated themes there are for the theme.

Qty TRI Nom Themes

The number of the various types of nominated themes that include TRI as one of its factors.

Expensive Market Indicator

The number of keywords highly relevant to the theme, as defined by your synonyms, for which the cost is greater than \$10.00.

Qty Google AdWords (coming soon)

The number of Google AdWords running for the theme.

Qty Paypal Stores (coming soon)

The number of Paypal items available for the theme.

Qty Clickbank Prdcts

The number of Clickbank products available for the theme.

Ebay Stores (coming soon)

The number of eBay Stores listed for the theme.

Total Keyword Count

The total number of keywords currently associated with this theme. This is how many keywords would be displayed if the filter and keyword limits were removed.

Filtered Keyword Count

The total number of keywords that meet the filter criteria currently set for this theme. This value is displayed regardless of whether the whether filter setting is currently turned on or off.

Themes Tree

The Themes Tree appears in the center of the Theme Management Screen. If you have been analyzing themes, and drilling into keywords associated with the theme, these themes will appear on the Themes Tree. If this is your first time viewing this screen, the Themes Tree will have no entries.

An example of this screen is shown below.

Themes Tree

All themes subordinate to the selected theme
will be available on the Zoom Analysis and Import Keywords Screens.

Proj	Silo	Art	Theme Name	# Comp Websites	Total Cost	Total Traffic	Filtered Cost	Filtered Traffic	# BP	TOT BP CPC	TOT BP CPE
<input type="radio"/>			gourmet chocolates	422,000	6247	212338	6247	212338	0	0.00	0.
	<input type="radio"/>		chocolate gifts	858,000	10896	329036	10896	329036	0	0.00	0.
		<input checked="" type="radio"/>	dark chocolate	3,550,000	6814	241820	6814	241820	0	0.00	0.
		<input type="radio"/>	chocolate fondue	922,000	4447	133814	4447	133814	0	0.00	0.
		<input type="radio"/>	hot chocolate	6,130,000	2615	156496	2615	156496	0	0.00	0.
		<input type="radio"/>	organic dark chocolate	32,800	5207	199924	5207	199924	0	0.00	0.

Themes Tree Hierarchy

All themes you have selected to be part of a project are displayed in the Themes Tree in a hierarchy:

The structure of the Themes Tree has three levels of association:

1. Project level, denoted by the "Proj" column
2. Silo level, denoted by the "Silo" column
3. Article level, denoted by the "Art" column

Themes Tree Columns

The following columns appear in the Themes Tree and are described below.

Comp Websites

The "# Comp Websites" column indicates the number of competing websites that are currently associated with that theme.

Total Cost

The aggregate cost for all the keywords for the theme.

Total Traffic

The aggregate traffic for all the keywords for the theme.

Filtered Cost

The aggregate cost for all the filtered keywords using the [Filter Function](#) for this theme. If a filter has been assigned to a given theme, this column indicated the cost for only those keywords remaining on the Zoom Analysis Screen when applying the defined filter, whether or not the filter is currently active.

Filtered Traffic

The aggregate traffic for all the filtered keywords using the Filter function. If a filter has been assigned to a given theme, this column indicates the traffic for only those keywords remaining on the Zoom Analysis Screen when applying the defined filter, whether or not the filter is currently active.

Themes Tree Blueprint Columns

The purpose of the Themes Tree structure is to provide the overall structure of your website and will transfer automatically to all blue-print software that interfaces with Theme Zoom. The Blueprint columns provide information on how your blueprint is progressing. The following columns relate to [Blueprint keywords](#):

BP

The number of keywords you have selected for blueprint within the theme.

Tot BP CPC

The aggregate cost of the keywords selected for blueprint for the theme.

Tot BP CPD

The aggregate traffic of the keywords selected for blueprint for the theme.

Estimated Customer Conversion Indicator (overview and detailed)

This indicator represents the conversion potential for the theme or market segment. This is the number of individual customers you can expect to acquire based on a conservative direct response industry standard of 1% conversion.

Overview - This figure looks specifically at the Parent Theme and Synonyms that you have chosen for this drill. It excludes those synonyms marked as KGO (Keyword Gathering Only) and is therefore, a general indicator for your theme at its broadest level.

Detailed - This figure takes into account all the keywords in your Zoom Analysis Screen that indicate a high degree of relevance (via the TRI Index). Due to the examination of a broader range of keywords, it offers a more detailed view of the market.

Collective EV Market Share

This is the aggregate sum of the Market Share of the Expert Verbiage Priority 1 and 2.

Qty QUAD Nom Themes

The number of Quad nominated themes there are for the theme.

Qty TRI Nom Themes

The number of the various types of nominated themes that include TRI as one of its factors.

Expensive Market Indicator

The number of keywords highly relevant to the theme, as defined by your synonyms, for which the cost is greater than \$10.00.

Qty Google AdWords (coming soon)

The number of Google AdWords running for the theme.

Qty Paypal Stores (coming soon)

The number of Paypal items available for the theme.

Qty Clickbank Prdcts

The number of Clickbank products available for the theme.

Ebay Stores (coming soon)

The number of eBay Stores listed for the theme.

Total Keyword Count

The total number of keywords currently associated with this theme. This is how many keywords would be displayed if the filter and keyword limits were removed.

Filtered Keyword Count

The total number of keywords that meet the filter criteria currently set for this theme. This value is displayed regardless of whether the whether filter setting is currently turned on or off.

Add New Theme Button

This topic covers the Add New Theme button found on the Theme Management

Screen.

When to Add a New Theme

You will Add New Themes to analyze a keyword and its associated market segment. This process will generate a list of associated keywords and turns that keyword being analysed into a theme. This theme will now appear in the Themes Tree or in the VMAD column depending on how the new theme was added.

Add a New Theme as a VMAD to research a market for the first time. Once you have one or more projects in progress, you can Add New Themes at subordinate levels of your Themes Tree. (See Themes Tree description below).

How to Add a New Theme for [VMAD:](#)

For more information on why to Add New Theme for a VMAD, please see the section [Vertical Market Analysis Drilldown.](#)

To add a new theme for a VMAD, from the Theme Management Screen:

1. Enter a theme (keyword or phrase) into the text box just below the words, "Enter a new theme:". Up to five themes may be added at once, using commas to separate them in the Standard Edition, in the Sampler Edition, you are limited to one. The New Theme(s) should be at the top of the vertical market of the intended Parent Theme.
2. Select the New VMAD Checkbox.
3. Click on Add New Theme Button.

The first time you enter a new theme into Theme Zoom, it will be a New VMAD Theme, regardless of whether New VMAD is checked.

The picture below shows the Theme Management Screen's Add New Theme as VMAD Function. In this example, we add a theme of "books" and check the New VMAD checkbox.



In about a minute, the Synonym Verification Screen will appear where all the Search Engine Proven Synonyms (SEPS) for the theme are displayed. For further information, see the [Synonym Verification Screen.](#)

How to Add a New Theme as part of a Project in the Themes Tree:

On the Theme Management Screen,

1. Select the theme in the Themes Tree that is to become the parent of the theme you are adding,
2. Enter a theme (keyword or phrase) into the text box just below the words, "Enter a new theme:". Up to five associated themes may be added at once, using commas to separate them. Be sure that the New VMAD Button is not checked.
3. Click the "Add New Theme" button below the box.

In the pictured example below, we want to add a silo called "chocolate truffle" as part of our current project, called "gourmet chocolates". First, we select "gourmet chocolates" from the Themes Tree.

Move selected Themes Tree themes to VMAD Themes


Themes Tree

All themes subordinate to the selected theme
will be available on the Zoom Analysis and Import Keywords Screens.

Uncheck All

Proj	Silo	Act	Theme Name	# Comp Websites	Total Cost	Total Traffic	Filtered Cost	Filtered Traf
<input checked="" type="radio"/>			gourmet chocolates	422,000	6248	195991	6248	195991
<input type="radio"/>			hot chocolate	6,130,000	2615	131889	2615	131889
<input type="radio"/>			chocolate gifts	858,000	10896	327838	10896	327838
<input type="radio"/>			dark chocolate	3,550,000	6814	220923	6814	220923
<input type="radio"/>			chocolate fondue	922,000	4447	121726	4447	121726

Then, add the keyword "chocolate truffles" in the Add New Theme text box. Notice that we don't check the New VMAD box because this will become part of an existing project. The picture shows this Add New Theme:



Theme Management

Member's Area [User's Area](#)

Enter a new theme.
Your new theme will be subordinate
to the theme you have selected in the Themes Tree.

chocolate truffles

Add New Theme ☐ New VMAD

Zoom Analysis Screen

Edit Access Info
(Edit User Profile)

Prune on
(Move selected theme to z)

In a moment, the Synonym Verification Screen will appear where all the Search Engine Proven Synonyms (SEPS) for the theme are displayed. For further information, see the section called the [Synonym Verification Screen](#).

On the Theme Management Screen, in the Themes Tree, this new theme will appear at the level directly below the theme you selected in the Themes Tree. In our example, we added "chocolate truffles" to the Project "gourmet chocolates", and the Themes Tree reflects this addition as shown in the picture below.

Move selected Themes Tree themes to VMAD Themes

Themes Tree

All themes subordinate to the selected theme will be available on the Zoom Analysis and Import Keywords S

Uncheck All

Proj	Silo	Art	Theme Name	# Comp Websites	Total Cost	Total Traffic
<input type="radio"/>			gourmet chocolates	422,000	6249	183898
	<input type="radio"/>		hot chocolate	6,130,000	2615	128995
	<input type="radio"/>		chocolate gifts	858,000	10897	313311
	<input type="radio"/>		dark chocolate	3,550,000	6814	208503
	<input type="radio"/>		chocolate fondue	922,000	4449	110464
	<input checked="" type="radio"/>		chocolate truffles	821,000	7770	200463

Note: Because the article level is the lowest level available, when you attempt to add a theme subordinate to an article, the new theme will also become an article, and reside in the same silo as the originally selected article.

Drilldown vs. Add New Theme

Both functions, Add New Theme and Drilldown are used to analyze a keyword and turn it into a theme.

The Drilldown function is available on the Zoom Analysis Screen. It is only different from Add New Theme in that you must select the new theme from the list of keywords found on the Zoom Analysis Screen; this selection also locks in the parent of the new themes. You do not have a choice as to where that new theme appears in the Themes Tree hierarchy, it will be subordinate to the parent theme under which the keyword was selected for Drilldown.

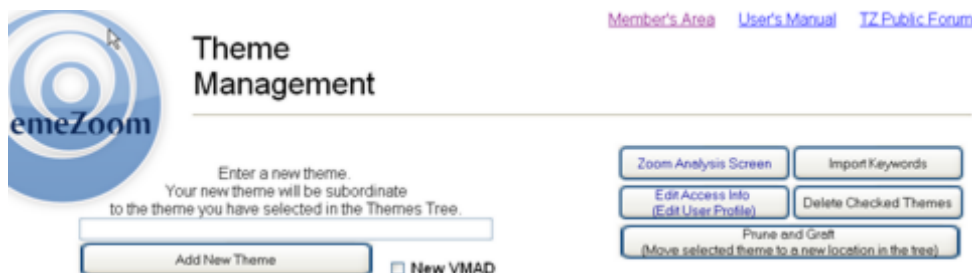
The Drilldown function is discussed in further detail in the section called [Drilldown Button](#).

Delete Checked Themes

This section covers the "Delete Checked Themes" Button on the [Theme Management Screen](#):

The Theme Management Screen displays all the current themes and allows them to be deleted. It is possible to delete single or multiple themes in a single delete action. It is possible to delete only VMAD themes, only Theme Tree themes or a combination of both.

The Delete Checked Themes Button appears on the far right side of the Theme Management screen as shown in the picture below:



To delete a VMAD Theme:

1. Check the VMAD you want to delete,
2. To be sure a Themes Tree theme is not inadvertently selected, click the "Uncheck All" button located just above the Themes Tree to deselect all Theme Tree themes. (See picture below:)
3. Click on the "Delete Checked Themes" button on the top of the screen.

Themes Tree

All themes subordinate to the selected theme
will be available on the Zoom Analysis and Import Keywords S

Uncheck All

Proj	Silo	Art	Theme Name	# Comp Websites	Total Cost	Total Traffic
<input type="radio"/>			gourmet chocolates	422,000	6249	183898
<input type="radio"/>			hot chocolate	6,130,000	2615	128995
<input type="radio"/>			chocolate gifts	858,000	10897	313311

Once you click on the Delete Checked Themes Button, a list of themes to be deleted will appear, and you must

1. Select "yes" to delete,
2. Or, "no" not to delete.

To Delete a Themes Tree theme:

If you delete a theme from the Themes Tree, any subordinate themes will also be deleted. This facilitates deleting an entire project, or silo.

To delete a theme and maintain the subordinate themes, you must move the subordinate themes out from under the theme to be deleted. Use the [Prune and Graft](#) function to move them, one at a time, to another location in the Themes Tree.

1. Select the theme you want to delete
2. Insure no VMAD themes are inadvertently selected
3. Click on the "Delete Checked Themes" button on the top of the screen.

Once you click on the Delete Checked Themes Button, a list of themes to be deleted will appear, and you must

3. Select "yes" to delete
4. or "no" not to delete

Caution: Once you have deleted a theme, it cannot be undone. All of the data associated with that theme is erased from our server.

Download to CSV

You may choose to export all of the data for a theme before you delete it using the [Download CSV](#) button on the [Zoom Analysis Screen](#).

Select Working Themes

This section describes how to select Working Themes on the [Theme Management Screen](#).

What are Working Themes?

Working themes are the themes which are currently selected and are available for research. These themes appear in the Parent Theme Pop Down on the Zoom Analysis Screen and the Import Keywords Screen.

If your Themes Management Screen has no themes, you must first [Add New Themes](#), after which this theme(s) will be automatically selected.

To change the selected Working Themes:

There are two ways to change the selected themes as Working Themes. The first is to check or uncheck the checkbox in the VMAD Themes Table next to the Themes you want to research. Up to five themes may be selected at one time.

1. Check or uncheck the checkbox beside any number of VMAD Themes on the Theme Management Screen. In the picture below "organic dark chocolate" is checked.

Vertical Market Analysis Drilldown (VMAD) Themes

	Theme Name	No. of Comp. Websites	Estimated Customer Conversion Indicator		Collective EV Market Share	Qty QUAD Nom Themes	Qty TRI Nom Themes	Expensive Market Indicator	Qt Goo AdWc
			overview	detailed					
<input checked="" type="checkbox"/>	organic dark chocolate	32,800	54	10046653	0.00	0	0	29	
<input type="checkbox"/>	juice	61,800,000	44048	233216	0.00	5	11	23	
<input type="checkbox"/>	real estate	558,000,000	1814829	56845724	0.01	33	42	424	

Move checked VMAD Themes to Themes Tree

2. You may select any one button beside a theme on the Themes Tree. In the picture below, the project "gourmet chocolates" is selected.

Move selected Themes Tree themes to VMAD Themes

Themes Tree

All themes subordinate to the selected theme will be available on the Zoom Analysis and Import Keywords Screens.

Uncheck All

Proj	Silo	Act	Theme Name	# Comp Websites	Total Cost	Total Traffic	Filtered Cost	Filter Traf
<input checked="" type="radio"/>			gourmet chocolates	422,000	6248	195991	6248	195991
	<input type="radio"/>		hot chocolate	6,130,000	2615	131889	2615	131889
	<input type="radio"/>		chocolate gifts	858,000	10896	327838	10896	327838
	<input type="radio"/>		dark chocolate	3,550,000	6814	220923	6814	220923
	<input type="radio"/>		chocolate fondue	922,000	4447	121726	4447	121726

Selecting a theme in the Themes Tree will automatically select this theme and all the themes subordinate to this theme, so that you may work on an entire project or silo. In our example, the Theme selected, "gourmet chocolates", along with its subordinate themes, appear in the pop down menu for the Current Parent Theme on the [Zoom Analysis Screen](#). One of these themes will be chosen and actually displayed as shown below:

Parent Theme and Synonyms:

gourmet chocolates, chocolate gourmet food,
gourmet chocolate candy, chef chocolate, food
chocolate candy, **gourmet chocolate**, **food chocolate**,
chocolate food, **food chocolates**

Pink synonyms used for Keyword Generation Only.

ZOOM Analysis

Current Parent Theme:

gourmet chocolates ▼
Change Parent Theme

Theme Level: project

Note: Selected Working Themes will be available to view on the [Zoom Analysis screen](#) and/or the [Import Keywords screen](#).

Prune and Graft

This section covers the Prune and Graft Function.

This function will allow you to move themes within the Themes Tree. A pruned and grafted theme can be either a single theme or a theme that has subordinate themes.

For example, if you have a silo with several articles and you decide the entire silo is better suited in a different project, you can do the following:

1. Go to the [Theme Management Screen](#)
2. Select the theme you desire to move from the Themes Tree
3. Click on the Prune and Graft Button

The Prune and Graft screen appears, as shown in the picture below:



Themes Tree

Moving Theme by Pruning and Grafting

☐ Move highlighted theme to Project level

Proj	Silo	Art	Theme Name	# Comp Websites
			gourmet chocolates	422,000
			hot chocolate	6,130,000
			chocolate gifts	858,000
			dark chocolate	3,550,000

When this screen is displayed, you will see the selected Silo and its subordinate articles are now highlighted. The highlighted themes are ready to be moved to a new location.

Rules for Moving Silos and Articles

- Individual articles can be moved to other silos.
- Articles can be "promoted" to silos by grafting them directly to a project.
- Projects and silos can be "demoted" by grafting them to subordinate levels.
- Silos and articles can be promoted to a project using the checkbox: Move highlighted theme to Project level.

However,

- A project with silos and articles CANNOT be demoted to a silo because there are only three levels in the current Themes Tree structure.
- Similarly, silos with articles cannot be demoted to the article level.

Move highlighted theme to Project Level

To promote a silo or article to a project, check the Move highlighted theme to Project level box at the top of the Themes Tree.

To move the highlighted themes to the Project level, check the checkbox Move highlighted theme to Project level.

In the pictured example below, the checkbox: Move highlighted theme to Project level is checked.

Themes Tree
Moving Theme by Pruning and Grafting

☒ Move highlighted theme to Project level

Proj	Silo	Art	Theme Name	# Comp Websites
			gourmet chocolates	422,000
			hot chocolate	6,130,000
			chocolate gifts	858,000
			dark chocolate	3,550,000
			chocolate fondue	922,000
			chocolate truffles	821,000

The Themes Tree in the picture below shows the silo and its articles are now at the Project level.

Move selected Themes Tree themes to VMAD Themes

Themes Tree

All themes subordinate to the selected theme
will be available on the Zoom Analysis and Import Keywords Screens.

Uncheck All

Proj	Silo	Art	Theme Name	# Comp Websites	Total Cost	Total Traffic	Filtered Cost
●			gourmet chocolates	422,000	6249	183898	6249
○			chocolate gifts	858,000	10897	313311	10897
○			hot chocolate	6,130,000	2615	128995	2615
○			chocolate fondue	922,000	4449	110464	4449
○			dark chocolate	3,550,000	6814	208503	6814
○			chocolate truffles	821,000	7770	200463	7770

To graft the branch of the Themes Tree to a new location,

1. Select the theme on the Themes Tree,
2. Click on Prune and Graft Button,
3. The theme is highlighted on the Prune and Graft Screen, you then select the theme under which you want to move this theme, and
4. Click the OK button.

The Theme Management Screen will refresh, and the grafted silo (and any attached articles) will appear subordinate to the theme selected on the Prune and Graft Screen. Occasionally this procedure will require a few minutes to recalculate the relationships of the themes being grafted to the new parents, as this can effect the recommended actions for certain keywords.

An example:

1. "chocolate gifts" is selected to move to the article level, as shown in the picture below:

Themes Tree

All themes subordinate to the selected theme will be available on the Zoom Analysis and Import Key

Proj	Silo	Art	Theme Name	# Comp Websites	Total Cos
<input type="radio"/>			gourmet chocolates	422,000	624
<input checked="" type="radio"/>			chocolate gifts	858,000	1089
<input type="radio"/>			hot chocolate	6,130,000	261
<input type="radio"/>			chocolate fondue	833,000	444

The picture below shows the theme is highlighted on the Prune and Graft Screen.



Prune and Graft

[Member's](#)

[User's Mar](#)

Select the project or silo under which you want your theme to appear and click ok ... or click cancel

OK

cancel

Themes Tree

Moving Theme by Pruning and Grafting

☐ Move highlighted theme to Project level

Proj	Silo	Art	Theme Name
<input type="radio"/>			gourmet chocolates
			chocolate gifts
<input type="radio"/>			hot chocolate

Next, to move it to the article level, underneath chocolate truffles, select "chocolate truffles" as shown in the picture below and click on the OK button, :

Themes Tree

Moving Theme by Pruning and Grafting

☐ Move highlighted theme to Project level

Proj	Silo	Art	Theme Name	# Comp Websites
<input type="radio"/>			gourmet chocolates	422,000
			chocolate gifts	858,000
<input type="radio"/>			hot chocolate	6,130,000
<input type="radio"/>			chocolate fondue	922,000
<input type="radio"/>			dark chocolate	3,550,000
<input checked="" type="radio"/>			chocolate truffles	821,000

In a few moments, the Theme Management Screen will display the new location of the "chocolate gifts" theme. It is now at the article level underneath "chocolate truffles" as shown below:

kg

Themes Tree

All themes subordinate to the selected theme
will be available on the Zoom Analysis and Import Keywo

Proj	Silo	Art	Theme Name	# Comp Websites	Total Cost	T Tr
<input checked="" type="radio"/>			gourmet chocolates	422,000	6249	18
	<input type="radio"/>		hot chocolate	6,130,000	2615	12
	<input type="radio"/>		chocolate fondue	922,000	4449	11
	<input type="radio"/>		dark chocolate	3,550,000	6814	20
	<input type="radio"/>		chocolate truffles	821,000	7770	20
	<input type="radio"/>		chocolate gifts	858,000	10897	31

Cancel this function:

Should you decide that you do *not* want to move your silos or articles, you may cancel this function prior to clicking the OK button. To cancel the Prune and Graft function:

- Click on the Cancel button at the top of the Prune and Graft screen.

You will see that nothing changed on your Themes Tree.


Moving Themes Between VMAD and Themes Tree

This section covers Moving Themes Between the VMAD Table and the Themes Tree on the Theme Management Screen.

Themes can be moved from the VMAD Table to the Themes Tree and from the Themes Tree to the VMAD Table.

How to Move VMAD Themes to the Themes Tree:

- Select the VMAD Theme or Themes by checking the boxes to the left of each appropriate theme
- Click the button: Move Checked VMAD Themes to the Themes Tree.



Enter a new theme.
Your new theme will be subordinate
to the theme you have selected in the Themes Tree.

☐ New VMAD

Vertical Market Analysis Drilldown (VMAD) T

Theme Name	No. of Comp. Websites	Estimated Customer Conversion Indicator		Collective EV Market Share	Qty QUAD Nom Themes	Qty TRI Nom Themes	Expe Mar Indic
		overview	detailed				
<input checked="" type="checkbox"/> organic dark chocolate	32,800	54	10046653	0.00	0	0	
<input type="checkbox"/> juice	61,800,000	44048	233216	0.00	5	11	
<input type="checkbox"/> real estate	558,000,000	1814829	56845724	0.01	33	42	

The picture below shows the selected themes appear at the Project Level in the Themes Tree.

Themes Tree

All themes subordinate to the selected theme
will be available on the Zoom Analysis and Import Keywords Screens.

Proj	Site	Art	Theme Name	# Comp Websites	Total Cost	Total Traffic	Filtered Cost	Filtered Traffic
<input checked="" type="radio"/>			gourmet chocolates	422,000	6249	183972	6249	1839
	<input type="radio"/>		hot chocolate	6,130,000	2615	128995	2615	1289
	<input type="radio"/>		chocolate fondue	922,000	4449	110464	4449	1104
	<input type="radio"/>		dark chocolate	3,550,000	6814	208574	6814	2085
	<input type="radio"/>		chocolate truffles	821,000	7770	200463	7770	2004
	<input type="radio"/>		chocolate gifts	858,000	10897	313311	10897	3133
<input type="radio"/>			organic dark chocolate	32,800	5208	181836	5208	1818

How to Move themes from the Themes Tree to the VMAD Table

Only themes that have no subordinate themes, or children, will be allowed to be moved to the VMAD Table. To move themes from the Themes Tree to the VMAD Table,

1. Select the Theme from the Themes Tree
2. Click the button: Move Checked Themes to VMAD

The picture below shows the Themes Tree with the theme selected.

Move selected Themes Tree themes to VMAD Themes

Themes Tree

All themes subordinate to the selected theme will be available on the Zoom Analysis and Import Keywords Screens.

Uncheck All

Prsi	Site	Act	Theme Name	# Comp Websites	Total Cost	Total Traffic	Filtered Cost	Filtered Traffic
<input type="radio"/>			gourmet chocolates	422,000	6249	183972	6249	183972
<input type="radio"/>	<input type="radio"/>		hot chocolate	6,130,000	2615	128995	2615	128995
<input type="radio"/>	<input type="radio"/>		chocolate fondue	922,000	4449	110464	4449	110464
<input type="radio"/>	<input type="radio"/>		dark chocolate	3,550,000	6814	208574	6814	208574
<input type="radio"/>	<input type="radio"/>		chocolate truffles	821,000	7770	200463	7770	200463
<input type="radio"/>	<input checked="" type="radio"/>		chocolate gifts	858,000	10897	313311	10897	313311
<input type="radio"/>	<input type="radio"/>		organic dark chocolate	32,800	5208	181836	5208	181836

The picture below shows the selected theme has moved to the VMAD Table.

Vertical Market Analysis Drilldown (VMAD) Themes

Theme Name	No. of Comp. Websites	Estimated Customer Conversion Indicator		Collective EV Market Share	Qty QUAD Nom Themes	Qty TRI Nom Themes	Expensive Market Indicator	Qty Goog AdWor
		overview	detailed					
<input type="checkbox"/> juice	61,800,000	44048	233216	0.00	5	11	23	
<input type="checkbox"/> real estate	558,000,000	1814829	56845724	0.01	33	42	424	
<input checked="" type="checkbox"/> chocolate gifts	858,000	63489	16779492	0.00	0	1	76	

If the selected theme has subordinate themes, you will see an error message that reads:

Selected theme has subordinate themes (children). Please use the Prune and Graft function or the Delete function to move or remove all subordinate themes before attempting to move a theme to the VMAD Themes list. Click to continue.

Under this circumstance, the selected theme will not appear in the VMAD Table.

To move themes within the Themes Tree, see the section on the [Prune and Graft Button](#).

Generate Project Blueprint

"Generate Blueprint" button on Theme Management Screen generates a Project Blueprint in a set of HTML files. The keywords for each theme are located in an html file with a name indicating the theme. The project tree resides in a file called index.htm.

In order to use this feature you have to have a project in the themes tree and at least one theme should have keywords selected for blueprint.

From the theme management screen select the project and then click the "Generate Blueprint" at the top of the themes tree on the right side of the heading.

Choose to save the file to your local computer and then open or unzip and double click on the index.htm file – this will automatically load the Blueprint into your default browser.

Each theme represented in the tree-style structure on the left is "hot" and can be clicked to bring up the appropriate word list for that theme into the window on the right.

The individual theme files can be accessed individually as a starting point for your website or text creation. These files contain not only the keyword, but also essential data for each of the keywords, such as cost and traffic, TRI and market share information.

ThemeZoom Project Blueprint

Project	Silos	Articles
sea shells	conch shells starfish anemonies	conch shell cameo

sea shells - Index Page keyword list	
Synonyms: sea shells, seashells, sea shell	
Keyword	Broad Cost
nautical gifts	1.32
sea sponges	0.58
seashell wedding	0.89
sea urchins	0.73
abalone shell	0.95

Import Keywords Button and Screen

This section covers the Import Keywords Button and Screen.

It is possible to import keywords into previously created themes using the "Import Keywords" button.

You may copy and paste keyword lists of virtually any size, into the "import keywords" window. Be aware that the Zoom Analysis Screen takes slightly longer to refresh when more than a few thousand keywords are displayed there.

The Import Keywords Button appears on the [Theme Management Screen](#) and the [Zoom Analysis Screen](#).

Import Keywords Pop-down Menus:

There are three pop-down menus on the Import Keywords Screen:

- Parent Theme
- Type
- Source

To import keywords into Theme Zoom from the Zoom Analysis Screen

1. Click on the "Import Keywords" button
2. Click on the down arrow and select the desired theme in the Parent Theme Pop-down menu
3. Click on the pop-down for "Import Type" and make the appropriate selection
4. Click this pop-down and choose the correct "Import Source"
5. Add any "Import Comments" you want associated with each word in this import.

The "Import Keywords Screen" appears as shown below.

Import Keywords

Please select from the drop-down menus as desired, enter any desired comments, paste the keywords into the text area (one per line) and click "Add Keywords." See [User's Manual](#) for more details.

Parent Theme: Type: Source:

Comments:

☒ Filter out keywords which do not meet the Theme Zoom quality standard.

Selecting the Correct Parent Theme:

When importing keywords, you must be certain that the correct Parent Theme is showing in the Parent Theme Pop-down menu. The keywords you import will be subordinate to the Parent Theme showing in the Pop-down menu. In the example above, the theme "organic dark chocolate" is selected.

Import Keyword Type, Source and Comments.

When importing keywords of more than one type or from more than one source, it is suggested that the import is broken into chunks so each keyword can have the correct information assigned to it. The following values are shown in association with each keyword on the Zoom Analysis Screen.

Import Type - this allows the indication of the type of keyword being imported. This value is displayed in the [Keyword Type](#) column on the Zoom Analysis Screen. Should an imported word already be listed in the parent theme into which it is being imported, the Import Type will replace the existing type in our database. Here is a list of [the different types of keywords](#).

Import Source - indicates the source of the keywords which are being imported, a list of supported keyword programs appears in the pop-down menu. This value is displayed in the Import Source column on the Zoom Analysis Screen. Here is a list of pre-specified [import sources](#).

Import Comments - the import keywords process allows a comment to be associated with each keyword in the import. This comment will appear in the Import Comments column on the Zoom Analysis Screen.

Imported keywords will also be indicated in the three columns on the Zoom Analysis Screen:
Import Type, Import Source and Import Comments.

Different kinds of keywords from the same source can be imported in different batches and each batch can then be distinguished with a different comment. For example, importing web log file keywords, some could be "search terms" and others could be "money keywords" - these are easily distinguished by the "type" column.

However if you wanted to distinguish January's web log file keywords from February's web log file keywords, you can import each of these as a separate batch and give each a unique comment.

Note: When you select Effective Keyword Type, you automatically get Weblog files as Source and vice versa.

Filtering Out Keywords

When you import keywords into Theme Zoom from third party software or services, you may "filter out keywords which do not meet the Theme Zoom quality standard".

1. Check this box to filter out keywords:

☒ Filter out keywords which do not meet the Theme Zoom quality standard.

Theme Zoom will filter out keywords when it has zero cost ([Broad Match CPC](#)) and zero traffic ([Broad Match CPD](#)), and there is no obvious semantic relationship between the keyword and the Parent Theme into which it is being imported. If you do not check this box, then all keywords, regardless of value, will be added to the keywords of the selected Parent Theme.

Guidelines for applying the Theme Zoom quality standard filter:

If you are still in the theme/silo "discovery mode" of your website development and you are still searching for your basic silos and themes, you will probably want to apply the Theme Zoom quality standard filter. In this mode you are focused on the "Intelligence Column" of the Zoom Analysis screen.

If you have already chosen the architecture and structure of your website- which includes your general themes (silos) you may want to uncheck the Theme Zoom quality standards filter mentioned above. This will prevent [Expert Verbiage](#) which usually has no cost or traffic, from being filtered out.

Color of imported keywords:

Imported keywords appearing on the Zoom Analysis Screen are easily recognizable by their pink color. This feature allows you to remain aware of imported keywords versus Theme Zoom generated keywords.

Note: Any keyword which already exists in the current Parent Theme, will be filtered out and will not appear twice on the Zoom Analysis Screen. The keyword will not appear in pink.

Import Type

Import Type

Import Type indicates one of the eight types of keywords outlined in the [Perpetual Keyword Money Machine](#) document. Definitions of the eight types of keywords follows:

Exotic Keywords

Keywords that have never before been utilized, tracked or tested are called "exotic keywords" within the Theme Zoom proprietary keyword system. An exotic keyword is a keyword that is untested or recently discovered in one of several possible locations. You may collect exotic keywords from several sources, which include but are not limited to, third party keyword tools. (For a complete list, see below)

Client Keywords

Client keywords are in a category all on their own because of the delicacy with which they need to be collected. Client keywords are generally acquired during an interview process with a client or subject matter expert within your client's company (or within your own company).

Swiped Keywords

Within the Theme Zoom proprietary keyword system, keywords that have been extracted from the website of your competitor are called swiped keywords.

Money Keywords

Essentially "Money keywords" are keywords that have been converted into trackable sales. The essential concept here being trackable. If you cannot prove that the keyword leads to sales using any of the standard metrics tools (above and beyond website statistic files) then the keyword is still only an effective keyword.

Within the Theme Zoom proprietary keyword system, the keyword does not qualify as a "money" term unless you have the digital metrics to prove that the keyword or phrase has actually resulted in sales.

PPC Keywords

PPC (pay per click) keywords are ANY keywords that currently appear within any PPC campaign. These campaigns may include but are not limited to:

- a. Google AdWords campaigns
- b. Overture PPC campaigns
- c. Any second tier PPC systems other than Overture and Google.

Within the Theme Zoom proprietary keyword system, the purpose of the PPC category of keywords is to distinguish between keywords that generate effective paid results versus effective natural results. The PPC keyword category exists so that you may distinguish between contextual keywords.

Contextual Keywords

Keywords and phrases that appear within the visible content of your website are known as contextual keywords within the Theme Zoom proprietary keyword system. Visible content means that your human visitors, not merely a robot, can read or view the content on your webpage.

Effective Keywords

Keywords and phrases that appear within your web log files are called effective keywords within the Theme Zoom proprietary keyword system. When keywords appear within your web log files, visitors have "effectively" arrived on your website using these keyword terms and phrases.

It is important to look at the phrases people are already using to find your website. Contained within "effective keywords" are terms that we call "unexpected keywords and phrases". These are terms that receive traffic but need to be researched or "drilled into" in order to discover how to "crack open" the flood of traffic they may contain when you create content based on them. In other words, your website log files need to be researched and integrated into your keyword strategy

Site-Search Keywords

Site search keywords are keywords used in the "search" function of a website. When you type

in a keyword it will take you to the appropriate page of the site that contains your keyword or phrase.

This is very useful because you will know exactly what a client or visitor is searching for on your website and if they do NOT find what you are looking for, you can add it.

Import Sources

Import Sources

The following Keyword software programs are supported. This is shown on the Zoom Analysis Screen Import Source Column which indicates the source of the keyword, or what program it was imported from.

Wordtracker
Keyword Discovery
Keyword Elite
HexaClick
Keyword Country
Keyword Localiser
Keyword Locator
Keywords Analyzer
Keyword Intelligence
Keyword Companion
Rapid Keyword
Hitwise
Nichebot
Google Suggestions
Overture Suggestions
AdGooroo
The Dowser
SBI Keywords
WebCEO
Weblog-Files
Other

Other

Keywords can be taken from closely related topics or themes within Theme Zoom and re-imported under a new parent theme. Any keywords that are already contained within the new parent theme Zoom Analysis screen will be deleted as duplicates.

Synonym Verification Screen (not available in Sampler Edition)

This section covers an overview of the Synonym Verification Screen.

The Synonym Verification Screen displays the Parent Theme and the search engine proven synonyms (SEPS) for that theme.

The synonym selection is a critical step in communicating to Theme Zoom exactly where the boundaries of the theme are. On this screen your choices indicate what parameters should be examined to determine which keywords will be generated and how their recommendations should be evaluated.

At the VMAD and Project levels of market research, it is advantageous to include as many themes as are relevant to your topic, to allow for the broadest view possible. At the Silo and

Article level, it is important to include only those synonyms that have a tightly focused theme.

Screen and Column Definitions

The Synonym Verification Screen is shown below. The column definitions are described below the picture.

The original Parent Theme is displayed in black at the top of the screen and is in bold. The Search Engine Proven Synonyms (SEPS) are listed below the Parent Theme. When multiple themes are drilled into at once, each Parent Theme is black and bold, and all of its SEPS are listed immediately below it.

The purpose of this screen is:

1. To allow you to select the Parent Theme synonyms which are appropriate for the analysis of this Parent Theme.
2. To allow you to indicate which of the selected Parent Theme synonyms are for Keyword Generation Only (KGO).

Important: Please be aware that selecting over six synonyms per theme is not recommended because it can generate *very* large lists of keywords, which can take quite some time to be displayed/refreshed on the [Zoom Analysis Screen](#). We have noticed that everyone ignores this advice and drills into more than six synonyms anyway. Be aware that you will experience some sluggishness in refreshing the Zoom Analysis Screen when you do so.

Note: Please do not use the Back key to return if the synonym verification screen is taking a long time to display. This will cause an error with the program, you will get an error message and will have to begin again.

[Users Manual Reference](#)
[Problems? Questions? Feedback?](#)

New Parent Theme(s) + Synonyms

Use	KGO		Broad CPC	Est. Natural Broad CPD	# Comp. Websites	Scope
		juice	1.52	8,858	61,800,000	Market Category
<input checked="" type="checkbox"/>	<input type="checkbox"/>	juicer	6.25	4,899	2,540,000	Market Segment
<input checked="" type="checkbox"/>	<input type="checkbox"/>	juices	1.07	486	11,800,000	Market Category
<input type="checkbox"/>	<input type="checkbox"/>	justice by uniting in	0	< 12	307	Phrase

Synonym Verification Screen Columns:

"Use"

To select a synonym as "relevant" to your Parent Theme, check the checkbox in the "Use"

column next to the desired synonym. Theme Zoom generates keywords which are germane to your Parent Theme and the synonyms that have the "use" box ticked. To avoid generating keywords which are *not* germane, you should deselect synonyms that are not relevant to your theme. Uncheck the checkbox in the Use column next to the synonym you want to deselect.

Note: If you are uncertain of the relevance of a particular synonym to the Parent Theme, click on the synonym and a window will display with a Google broad and phrase match query for that synonym. This function will help you decide the relevance of the synonym. See [Dual Google SERPS](#) for more information.

"KGO"

KGO stands for Keyword Generation Only.

To indicate that a synonym should be used for "keyword generation only", check the checkbox in the "KGO" column next to the appropriate synonym. The synonyms marked for KGO will be used only to collect and generate keywords. They will not be included in the evaluation of keywords in regards to their relationship to the new parent theme.

Synonyms not marked for KGO will be used collectively along with the Parent Theme to establish which keywords get high rankings on the Zoom Analysis Screen. Theme Zoom compares the co-occurrence values between the non-KGO synonyms, and each keyword collected for that theme, to determine what recommended actions should be given for each keyword.

Determining which synonyms should be marked for Keyword Generation Only depends on what level of analysis is being performed.

- VMAD and Project Level: On the VMAD and Project level drills, it is recommended to deselect the KGO column for themes that are in any way germane to your topic. At the VMAD and Project levels, it is advantageous to include as many themes as are relevant to your topic to allow for the broadest view possible. *Be sure the KGO column is checked if the term is [polysemous](#).*
- Silo and Article Level: At the Silo and Article level, it is important to have a tightly focused theme. On the Silo and Article level drills, it is recommended that the KGO box be checked if the synonym is polysemous OR if the market segment indicated by the synonym includes market segments that are outside of, or extend beyond, the topic of the chosen theme. All synonyms not checked for KGO will merge together to form the scope of the theme. Checking the KGO box restricts these synonyms from forming the basis of your theme.

Note: If "Use" is not checked for a given theme, "KGO" for that theme will be ignored whether or not it is checked.

Broad CPC

The Broad Cost Per Click for the theme or synonym.

Est. Natural Broad CPD

The Estimated Natural Clicks Per Day (Broad) for the theme or synonym.

#Competing Websites

The number of competing websites for that theme or synonym.

"Scope"

The "Scope" column gives an indication of the breadth of the synonym in terms of the Theme Zoom [TRI™ scale](#). The "Broad Scope" classification simply means that Theme Zoom has determined that the usage of the synonym is at least 20% broader than that of the Parent Theme. These terms are likely to be polysemes or have a market segment beyond the scope of your parent theme. You may want to research them to determine if they should be

included. Double clicking on the keyword will bring up a [Dual Google SERPS](#) page that will allow you to investigate these terms further.

Default Checked Boxes

The "Use" column checkboxes are checked by default, unless the synonym is ranked as a "[Phrase](#)" in the "Scope" column.

The "KGO" column checkboxes are checked by default if Scope of the synonym is "Broad Scope."

[Dual Google SERPS Page](#)

To view whether a synonymic term is relevant to your theme, and whether or not it is a polyseme, the synonyms are hyperlinked, and clicking on them will open a new window:

- A [dual paneled screen](#) that will display the Google Search Engine Results Page ([SERP](#)) for that term in both [broad](#) and [phrase](#) match.

You can easily perform market research and determine if a synonymic term is a polyseme, and also determine if it will be valuable to [use](#) in your [drilldown](#).

When you have completed your market research and carefully selected which synonymic terms to "Use" and which synonymic terms are KGO, then it is time to click the Big Red Button.

See the section [Clicking the Big Red Button](#).

Dual Google SERPS

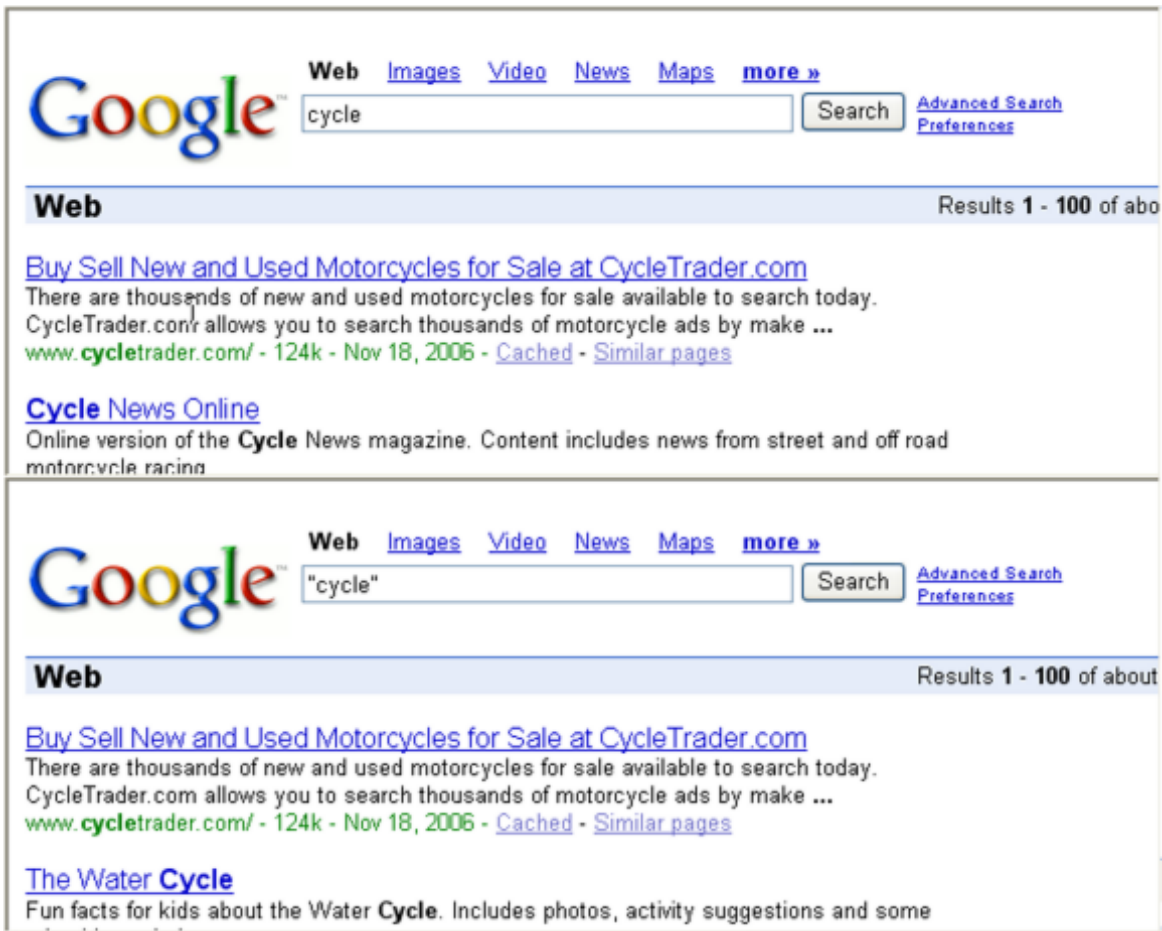
The Dual panel Google [SERPS](#) screen is shown below:

This feature shows the broad match results for the term on the top half of the page and phrase match results on the bottom half.

For example, if you look at the Dual Google SERP for "cycle", you can see that the term "cycle" is associated with the term "motorcycle", water cycle, and various other cycles, as well as the term "bicycle". In this way, we have easily found that the term "cycle" is [polysemous](#).

We suggest that you also look for any Google AdWords promotions on the far right of the Google search engine results page. The products and services being promoted by these advertisers will often tell you if the keyword is germane to your specific market. Please do not CLICK on the Google AdWords promotions when you are performing market research, but instead copy and paste the destination URL into a new browser.

The picture below shows the Dual Google SERP Screen:



Clicking the Big Red Button

This section covers Clicking The Big Red Button.

Zoooooom!

Once you have selected the synonyms pertinent to your research, you

- click on "The Big Red Button".

Theme Zoom will retrieve thousands of keywords that are related to your Synonymic Set.

The Big Red Button tells Theme Zoom to fetch your theme-based keywords. When you click the Big Red Button, a massive theme-based list of keywords will be automatically generated, sorted, parsed, tumbled, sifted, approved, polished and delivered to the [Zoom Analysis Screen](#). Useless terms will be weeded out according to Theme Zoom quality standards.

Once you click the Big Red Button, you will see the following graphics and text, letting you know that Theme Zoom is gathering and creating "Fresh-Squeezed Keywords".

"Fresh-Squeezed" means that Theme Zoom is not pulling keywords from a static database, but is gathering keywords from dynamic real-time sources, including the current top ranked

websites for your chosen theme and synonyms. Theme Zoom will take approximately 10 minutes to process. An example of the message that will appear across your screen is shown below:



Generating LSI Keyword framework for Themes: "evening primrose".

Generating keywords for: "evening primrose"

The results of the "Fresh-Squeezed" keyword generation process will be displayed on the [Zoom Analysis Screen](#).

On the Zoom Analysis Screen, you should see very few useless and questionable keywords. If some seemingly unrelated terms do show up, you may [delete them individually](#) or [delete them in bulk](#). Remember, even if a keyword does not rank highly for traffic, it is often a [long tail](#) or [expert verbiage](#) "quality" keyword that real search engine visitors use on the search engines.

If you have followed the guidelines given on the [Synonym Verification Screen](#), your keyword list will be of substantially higher quality as it relates to your market. In order to distil your theme-based website blue-print even further, use the [define filter function](#).

It is likely that some [polysemous](#) or unrelated keywords will still survive the filters and algorithms applied in the [drilldown](#) process. In order to ensure that you receive *more quality keywords*, we decided it was better to let *some* unrelated terms survive the initial filter algorithm rather than filter some potentially excellent terms out. The define filter function and the [TRI™](#) function will help you isolate these unwanted terms in your specific circumstance.

When you are ready, click the Big Red Button and review the help section called [The Zoom Analysis Screen](#).

Zoom Analysis Screen

This section covers the Zoom Analysis Screen as shown below:

This is the main screen for analyzing keywords. All features of this screen are described in their respective section of the User's Guide. Click on the links below to find the information pertaining to each topic.

Note: The data displayed on the Zoom Analysis Screen is always available for your research. You do not need to save manually, Theme Zoom automatically saves all data.

Default setting: If both a VMAD Theme and a Themes Tree Theme are checked on the Theme Management Screen, the Zoom Analysis Screen will default to showing data that pertains to the VMAD Theme that is checked. The other themes are available in the Current Parent Theme drop down menu.

Default Sort

When you first log into Theme Zoom, the Zoom Analysis Screen will be sorted by "[Phrase Match CPD](#)" (in descending order). This is your default "sorting style". Each time you visit the Zoom Analysis Screen, it will default to this sorting style until you change it.

Collapsible Columns

The columns on the Zoom Analysis screen can be collapsed. All columns are available on each screen, but certain columns have been deemed less relevant on certain levels of your analysis and are collapsed by default. For instructions on how to use the collapsible column feature, see the [Zoom Analysis Columns](#) page.

Resource Menu **Control Panel** **FILTER IS ON**

ZOOM Analysis

Parent Theme and Synonyms:
air purifiers, air purifier, air cleaners

Current Parent Theme: air purifiers
[Change Parent Theme](#)

Competing Websites
For Parent Theme: 3,710,000

Display Columns

All	Raw Data
All	Calc. Data
All	Rec. Actions
All	Long Tail
All	Life Cycle

Statistics:
 Sum of Broad Match CPC for displayed items: 91.46
 Sum of Broad Match CPD for displayed items: 860
 Rank calculated on URL: http://www.airpurifiers.com/
 Date of Ranking: 2007-07-08
 Displayed Keywords: 10; Total Keywords: 2907
 Keywords marked for Blueprint: 0

[Check All](#) [Delete Checked](#) **Limit the number of displayed keywords to:** 10

Keyword	BP	Type	SIP	Est. Natural Clicks Per Day	Keyword Rank Google	Keyword Rank MSN	Keyword Rank Yahoo	TRIM Index 1	Market Share	Market Intelligence
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The Zoom Analysis Screen includes the following main sections:

1. [The Zoom Analysis Screen Parent Theme, Synonyms and Pop-Down](#)
2. [Current Filter Settings Window](#)
3. [Zoom Analysis Screen Menu Buttons](#)
4. [Zoom Analysis Screen Statistical Overview](#)
5. [Zoom Analysis Columns](#)

The Zoom Analysis Screen Parent Theme, Synonyms and Pop-Down

If you are viewing the Zoom Analysis Screen after completing a [drilldown](#), then all the themes you have just drilled into are available in the pop-down menu.

If you have come from the [Theme Management Screen](#), then any VMAD themes and/or the Parent Theme that you selected on the Themes Tree, as well as all of its subordinate themes are available in the pop-down menu. If you have VMAD Themes and Themes Tree Themes selected, the VMAD Themes take priority and will be the theme selected for display on this screen.

If you have an active filter setting in place, the Current Filter Settings Window will appear. See the section [Current Filter Settings Window](#) for further details.

The picture below shows the upper left portion of the Zoom Analysis Screen:



Parent Theme and Synonyms

This section of the screen lists the Parent Theme and its synonyms for the Current Parent Theme. Synonyms are displayed using a three column sort, traffic, cost and competing numbers of pages, respectively. This means that the most important synonyms, those with the most traffic will come first. Secondary and tertiary sorts are on the cost and competing numbers of pages.

The themes that are in the pink color are those that have been selected for [Keyword Generation Only](#).

Change the Parent Theme via the Pop-Down Menu

The themes which are available in this pop-down menu are your [working themes](#).

To switch between themes on the Zoom Analysis Screen,

1. Click the down arrow to display the selection list
2. Select the Parent Theme you want
3. Click the "Change Parent Theme" button to switch to the new Parent Theme

Note: After selecting the new parent theme, this theme name will appear in the pop-down menu, but the data on the Zoom Analysis screen will NOT update until you click the "Change Parent Theme" button.

The Theme Level

Shows the theme tree level for the currently displayed parent theme. This helps you to stay oriented in your blue print design for your website as you move between the various themes within the working themes you have selected.

The possible Theme levels are:

- VMAD
- Project
- Silo

- Article

Current Filter Settings Window

This section covers the Current Filter Settings Window:

The Current Filter Settings Window is located in the right most pop down menu on the Zoom Analysis Screen. The exposed title will indicate if the filter is on or off. Rolling over the Menu Bar will cause the filter description to pop down and display a summary of the current settings of the [Filter Zoom Analysis Screen](#).

In the example below, the current filter settings are: Select all keywords where CPC or CPD is greater than zero in either Broad or Phrase match.

The filter settings cannot be modified in this window.

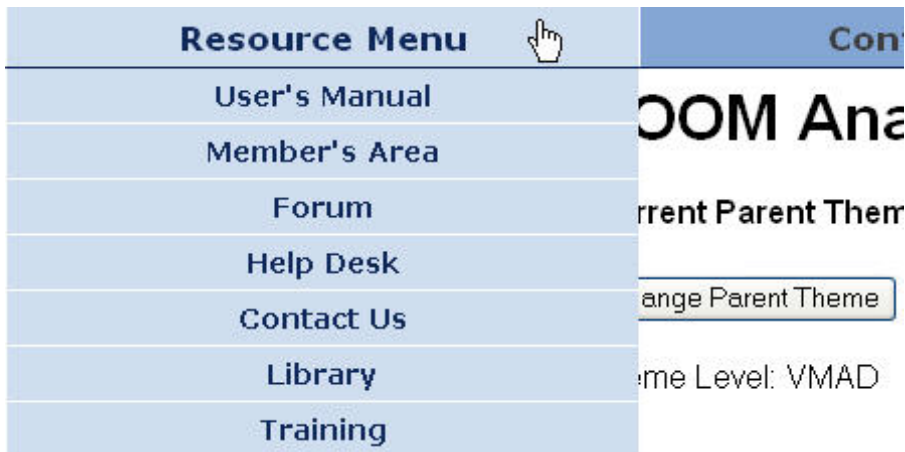
Keyword	Swiped	1,097	7	>100	>100	99 %	6.68 %	TRIPLE nominated Them - TRI, Competitor, Traffic - Drill Down (if appropriate)
<input type="checkbox"/> hepa air purifier	Swiped	1,097	7	>100	>100	99 %	6.68 %	TRIPLE nominated Them - TRI, Competitor, Traffic - Drill Down (if appropriate)

Zoom Analysis Screen Drop Down Menu Items

This section covers the Zoom Analysis Menu Buttons:

The drop down menu bars appear on the upper right corner of the window on the Zoom Analysis Screen, and follow you as you scroll around the screen.

The picture below shows the Resource Menu section of the menu bar:



The Zoom Analysis Control Panel Buttons are as follows:

User's Manual - This option will open a new window to this manual directly to the Zoom Analysis Section

Member's Area - This option will open a new window to the Member's Area - if you have been in the tool for very long, chances are good you will be timed out of the member's area and have to log in again.

Forum - This option will open a new window to the ThemeZoom Forum

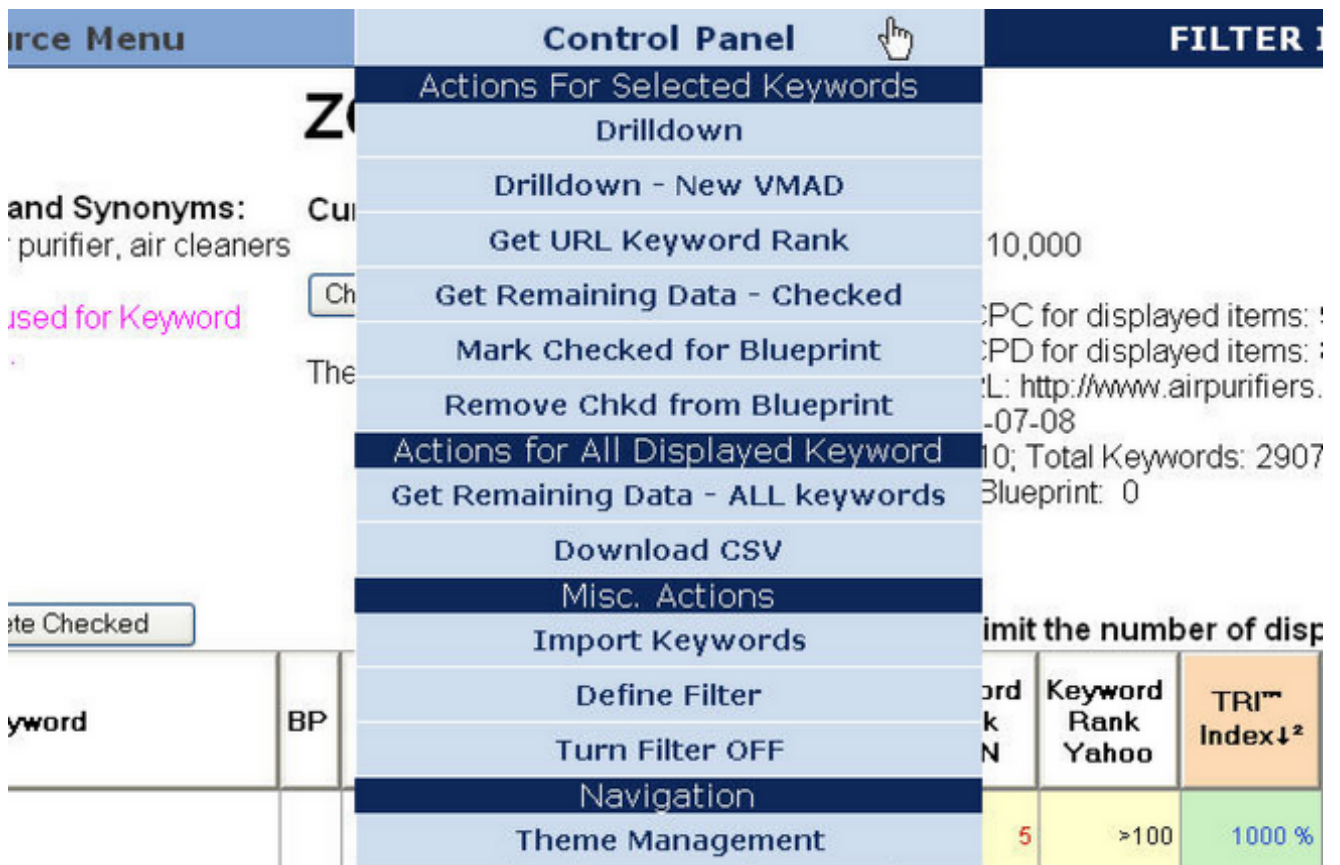
Help Desk - This option will open a new window to ThemeZoom Help Desk - again, if you have been in the tool for very long, you will probably have timed out of the member's area and in order to gain access to the help desk, you will need to log in again.

Contact Us - This option will open a new window to a form that will send a message to the ThemeZoom Customer Service department.

Library - This option will open a new window to the ThemeZoom Member's Area Library, the same caveat for the time out issue applies.

Training - This option will open a new window to ThemeZoom Member's Area Training section - again with possible time outs.

The picture below shows the Control Panel section of the menu:



The Zoom Analysis Control Panel Buttons are as follows:

These options are for keywords that have been selected by checking the box next to the keyword

[Drilldown Button and Drilldown - New VMAD](#)

[Get URL Keyword Rank](#)

[Get Remaining Data - Checked Keywords](#)

[Mark Checked for Blueprint](#)

[Remove Chkd from Blueprint](#)

These options are for all the keywords currently displayed on the screen

[Get Remaining Data - All Keywords](#)

[Download CSV](#)

These are miscellaneous options

[Import keywords](#)

[Define Filter](#)

[Turn Filter On/Off](#)

Navigation Option

[Theme Management](#)

These buttons are located at the top of the check box and keyword columns

[Check All and Delete Checked Buttons](#)

Get Remaining Data Buttons

This section covers the Get Remaining Data buttons located on the [Zoom Analysis Screen](#):

including the Get Remaining Data - Checked Keywords, and Get Remaining Data - All Keywords Buttons.

The 'Get Remaining Data' Buttons appear on the Zoom Analysis Screen Control Panel drop down menu.

Immediately after [drilling into a theme](#) there will be no data appearing in the [Recommended Actions columns](#). These Recommended Action columns include the:

- [TRI™ column](#),
- [Intelligence Comments column](#),
- [Article Strategy column](#),
- [Off-Site Promotions column](#),
- [PPC Campaign column](#),
- [Adsense campaign column](#),
- [Comments column](#).

The data is intentionally *not* provided during the first click of the Big Red Button, because it takes additional time to gather the data necessary to fill in these columns.

For example: Theme Zoom calculates TRI™ at a maximum speed of five records per second, or 300 per minute or 18,000 per hour. That means that if you have 40,000 keywords on your Zoom Analysis Screen, and you click the "Get Remaining Data - All Keywords" button, you will be waiting over two hours for the results. We recommend that you follow the Guidelines below for using this function.

Note: To display all the keywords for which the remaining data has not yet been fetched, you may use the Filter Option, [Filter by Data NOT Fetched](#).

Guidelines for Using the Get Remaining Data Function

We suggest that you be selective about the keywords for which you Get Remaining Data. There are several different criteria to make this selection:

1. Select only the keywords of interest by checking them individually, then click the "Get Remaining Data - Checked keywords" button.
2. Before doing a Get Remaining Data function, delete keywords which are not germane to your theme. This can be done in by checking the unwanted keywords and clicking "Delete Checked". Or you may use the [Define Filter function to select and delete unwanted keywords](#). Then click the "Get Remaining Data - ALL keywords" button.

3. Use the [Define Filter function to select only the keywords of interest](#) for display on the Zoom Analysis Screen, then click the "Get Remaining Data - ALL keywords" button.

How to use the Get Remaining Data Function

Once you have reduced the size of your keyword list as much as desired, you

- click the Get Remaining Data button (Checked or ALL keywords) to retrieve the data for the columns from TRI™ through Comments.

The button "Get Remaining Data - Checked keywords" fills in column data for all *checked* keywords.

The button "Get Remaining Data - ALL keywords" fills in column data for *all* displayed keywords.

Important:

Data will not be retrieved for keywords that are "filtered out" by the [Filter](#) function.

Theme Zoom will not retrieve data for keywords which already have all column data filled in. You don't lose any time by rerunning the "Get Remaining Data" function on these keywords.

Not every column will be filled in when data has been retrieved; only the TRI™ column will *always* be filled in. Rerunning the "Get Remaining Data" function on a keyword will *not* fill in more columns.

Filter ON/OFF Button

This section covers the Filter is ON/OFF buttons located on the [Zoom Analysis Screen](#):

The 'Filter's ON/OFF' toggle button on the Control Panel drop down menu turns the filter on and off, and reminds you of the current status of the displayed keywords on the Zoom Analysis Screen.

When the Filter is ON, the list of keywords displayed on [the Zoom Analysis Screen](#) will be limited to those which pass all of the filter criteria defined on the [Filter Zoom Analysis Screen](#).

If the Zoom Analysis Screen display is currently using a Filter, the toggle button will display "Turn Filter Off".

If you click on the 'Filter On/Off Button' when it displays "Turn Filter Off", it will turn the filter function OFF and the toggle button will then display "Turn Filter On".

Define Filter Button

This section covers the 'Define Filter' button located on the [Zoom Analysis Screen](#):

You may use the Filter Function of Theme Zoom to limit the keywords showing on the Zoom Analysis Screen. This function is extremely useful and there are many ways to use it. For information regarding the Filter function of Theme Zoom, see the section [Filter Zoom Analysis Screen](#).

The 'Define Filter' Button appears on the Control Panel drop down menu of the Zoom Analysis Screen.

To define a filter,

- click on this button, and

the Filter Zoom Analysis Screen will appear.

Please refer to the [Filter Zoom Analysis Screen](#) for further information.

Drilldown Button

This section covers the 'Drilldown' Button and VMAD checkbox located on the [Zoom Analysis Screen](#):

Performing a 'Drilldown' into a keyword, selects that keyword to analyze within a theme. This generates a list of keywords associated with the selected keyword. The term drilled into then becomes a theme of its own.

The 'Drilldown' button appears on the Zoom Analysis Screen Control Panel drop down menu.

To perform a 'Drilldown' from the Zoom Analysis Screen:

1. Select your new theme(s) by checking up to five displayed keywords
2. Click the 'Drilldown' button

Breakaway VMAD Option

If you want a keyword to be "drilled into" at the level of a VMAD you can do so, by:

1. Select the keyword(s) from the list by checking the check box
2. Click on the 'Drilldown - New VMAD' button

When drilling down from a VMAD Theme, the new theme will always become another VMAD Theme. You can drill into up to five keywords at one time in the Standard Edition, you are limited to one keyword at a time in the Sampler Edition.

When drilling into a theme on the Themes Tree, Theme Zoom assigns a parent/child relationship between a term that is drilled into and its parent theme. This relationship is displayed hierarchically within the Themes Tree on the [Theme Management Screen](#). Currently, the depth of the Themes Tree is limited to three levels of association:

1. Project
2. Silo
3. Article

If the parent theme is a VMAD theme, these new themes will be located on the VMAD Themes Table when viewing the Theme Management Screen.

If the parent theme is located on the Themes Tree, these new themes will be inserted into the Themes Tree hierarchy immediately subordinate to your current parent theme. If your parent theme is an article, the new themes will also be articles under the same silo as your original parent theme. This structure is viewable on the Theme Management Screen.

The purpose of this tree structure hierarchy is that it will become the structure of your

website and transfers automatically to the blue-print software that interfaces with Theme Zoom.

The themes you have drilled into will become the new set of "[working themes](#)".

The Drilldown vs. Add a New Theme

Both functions 'Add New Theme' and 'Drilldown' are used to analyze a keyword and turn it into a theme.

This process generates a list of keywords associated with that theme.

The Drilldown function is used on the Zoom Analysis Screen. It is only different from Add New Theme in that the new theme must be selected from the list of keywords found on the Zoom Analysis Screen and there is no choice as to where that new theme appears in the Themes Tree hierarchy.

The Add New Theme function is discussed in further detail in the section called [Add New Theme Button](#).

Download as CSV Button

This section covers the 'Download CSV' Button located on Control Panel drop down menu on the [Zoom Analysis Screen](#):

This button will download a CSV or comma delimited file to your local computer, of the current contents of your Zoom Analysis Screen. This file can be easily displayed and manipulated on your local computer using spreadsheet software such as Excel.

The default name of the CSV file is the current [Parent Theme](#) (with ".csv" as the file name extension).

Important: Please note that the CSV file will contain ONLY the keywords that are currently appearing on your Zoom Analysis Screen. If the Filter is on, keywords that have been filtered out will not be exported to the CSV. In this way, you can use the [Define Filter](#) function to export only those keywords you want.

Related Item: To download an entire project containing all of the keywords you have selected for Blueprint, see "[Generate Project Blueprint](#)".

Get URL Keyword Rank Button

This section covers the 'Get URL Keyword Rank' button located on the Control Panel drop down menu of the [Zoom Analysis Screen](#):

This function provides you with information regarding how high a website is ranked by Google for specific keywords.

To retrieve the URL Keyword Rank,

1. Check the boxes beside keywords for which you would like to retrieve ranking data, and
2. Click the "Get URL Keyword Rank" button.
3. Theme Zoom will prompt you for the URL you are interested in, as shown below:

Please enter the URL of the website for which you would like to see rankings:

Note: Rankings are based on Broad Match queries to Google for the top 100 sites.

1. Enter the URL and
2. Click the "Get Rankings" button.

The top 100 URL's as ranked by Google are retrieved for each keyword selected. When you return to the Zoom Analysis screen, you will see in the [Keyword Rank column](#), the ranking of the URL you entered, displayed for each keyword.

Each request for Rank data will delete all existing rank data for all keywords in the current [Parent theme](#) and requery only the currently selected keywords.

Delete Checked Button

This section covers the 'Delete Checked' Button located on the [Zoom Analysis Screen](#) :

The 'Delete Checked' button deletes checked keywords from the Zoom Analysis Screen.

You would use this when you no longer want a keyword to appear on the Zoom Analysis Screen for the duration of your research project.

1. Check the keyword(s) to delete, and
2. Click the 'Delete Checked' Button.



Important: If you delete a keyword and then decide you want to return the keyword to the Zoom Analysis Screen, you will have to import it using the [Import Keyword function](#).

Blueprint Interface Buttons

This section covers the 'Mark Checked for Blueprint' and 'Remove Chkd from

Blueprint' buttons located on the Control Panel drop down menu on the [Zoom Analysis Screen](#):

To mark specific keywords to be sent to Theme Zoom approved website builder software

1. Check all the keywords you would like to have included in your website blueprint and
2. Click the "Mark Checked for Blueprint" button.

Theme Zoom will mark those keywords as "ready to be downloaded to the blueprint software." Once a keyword has been marked for Blueprint, an asterisk (*) character will be displayed next to the keyword in the [BP column](#) of the Zoom Analysis Screen.

In most cases, you will want to visit the Zoom Analysis Screens of *all* the themes of your project and mark the desired keywords for blueprint before importing the whole project into the blueprint software.

To Remove keywords from the those marked for blueprint,

1. Check all the keywords you would like to remove, and
2. Click the "Remove Chkd from Blueprint" button.

Once a keyword has been removed from the blueprint list, the asterisk (*) character will *not* be displayed next to the keyword in the [BP column](#) of the Zoom Analysis Screen.

Blue Print Overview

An overview of blue print keywords contained within themes designated for your website are provided on the [Theme Management Screen](#).

Zoom Analysis Screen Statistical Overview

This section covers the [Zoom Analysis Screen](#) Statistical Overview Section:

On the Zoom Analysis Screen, the Statistical Analysis Overview area appears as shown below:

Competing Websites
For Parent Theme: 3,710,000

Sum of Broad Match CPC for displayed items: 91.46
Sum of Broad Match CPD for displayed items: 860
Rank calculated on URL: <http://www.airpurifiers.com/>
Date of Ranking: 2007-07-08
Displayed Keywords: 10; Total Keywords: 2907
Keywords marked for Blueprint: 0

This is an extremely useful indicator of the market potential of a particular theme. With some research, you can use these numbers to get a general idea of the overall size and profitability of the theme you are researching. These numbers show you some general data about your [Parent theme](#) and its associated keywords that are presently displayed on the Zoom Analysis Screen.

Items found within the Statistical Overview:

1. "Competing Websites for Parent Theme" or the number of competing websites/pages for the Parent Theme

Within the statistical overview area there are keyword statistics:

2. "Displayed Keywords" or the number of keywords currently displayed on the Zoom Analysis screen
3. "Total Keywords" or the total number of keywords currently associated with this theme, displayed or not
4. "Keywords marked for Blueprint" or the number of keywords which have been selected and then chosen for Blueprint - these are marked by an asterisk in the "BP" column.

Sum of Broad Match CPC for displayed items: 6569.16

CPC stands for "Cost per click". Sum of CPC for displayed items is the sum total cost per click of ALL the keywords currently displayed on your Zoom Analysis Screen. These bids are tallied, assuming the highest bid rates possible. This helps you determine the anecdotal market value or potential market value of your Parent Theme.

Sum of Broad Match CPD for displayed items: 164,613

CPD stands for "Clicks Per Day". Sum of CPD for displayed items is the sum total searches per day for ALL the keywords currently displayed on your Zoom Analysis Screen. This helps you determine the anecdotal market value or potential market value your current Parent Theme. This does NOT include estimated traffic you may expect from the natural search engine searches, which usually increases this number substantially, depending upon the market.

Rank:

This area is filled out after you have retrieved ranking information data for a specific URL using the [Get URL Keyword Rank Button](#).

Rank Calculated on URL: Displayed here is the URL you entered when you last retrieved rank data for this theme.

Date of Ranking: This is the date the ranking data was last retrieved for this theme.

The results of this ranking are displayed in the "Keyword Rank Google", "Keyword Rank MSN" and "Keyword Rank Yahoo" columns of the keywords which were selected to be ranked.

The Synonymic Set Summary:

On the left side of the Zoom Analysis Screen, you will find the synonymic set for your Parent Theme. This is the list of [synonyms that you chose](#) when you created this theme. An example of the synonyms for the current Parent Theme are displayed as shown below:

Parent Theme and Synonyms:

gourmet chocolates, chocolate gourmet food,
gourmet chocolate candy, chef chocolate, food
chocolate candy, **gourmet chocolate**, **food chocolate**,
chocolate food, **food chocolates**

Pink synonyms used for Keyword Generation Only.

ZOOM Analysis

Current Parent Theme:

gourmet chocolates

Change Parent Theme

Theme Level: project

The first keyword, which is in bold, is your Parent Theme. The keywords that follow are the synonyms you chose when drilling into this theme, separated by commas. The ones in black are used to define your theme, [Keywords Generation Only \(KGO\)](#) terms are colored pink.

Theme Level: Located under the "Change Parent Theme" Button is the Theme Level indicator. This status indicates the placement of this theme on the themes tree. This indicator can display "VMAD", "Project", "Silo" or "Article" depending on the location of the theme on the Themes Management Screen and within the Themes Tree Structure.

Zoom Analysis Columns

This section covers the Column Buttons on the [Zoom Analysis Screen](#):

Sorting Columns by Category:

The individual columns across the top of the Zoom Analysis Screen have a button at the top. These buttons are the column headers.

If you click the column header button, it will sort the entire Zoom Analysis screen by *descending* order in the column you have selected. This is useful when you want to sort by "Cost Per Click" or "Clicks Per Day", etc. If you click the header button a second time it will sort the entire Zoom Analysis Screen by *ascending* order in the same column.

The Zoom Analysis Screen columns have a two-level sort. The primary sort column, and a secondary sort column to serve as the "tie-breaker" between two equal primary column values.

Default Sort

The Zoom Analysis Screen has a double column sort. Your Zoom Analysis "sorting style" is initially defined by Theme Zoom every time you log in. This default is set for the primary sort by "[Phrase Match CPD](#)" and the secondary sort by TRI index, both in descending order.

All visits to the Zoom Analysis Screen will continue to be displayed according to this sorting style until you change the sorting style by clicking on one of the column header buttons (pictured below). When you do this, you update the sorting style so that the primary sort is now the column just clicked and the secondary sort is your previous primary column.

To update the sort style:

In this way it is possible to define any double column sort desired, simply

1. Click on the secondary sort column
2. Click on the primary sort column

Clicking on the primary sorting column a second time will reverse the sort order for both sort columns, but will not change the primary and secondary sort columns.

All future visits to the Zoom Analysis Screen will sort by this new sorting style until you

update the sorting style again, or logout and login to a new session.

it the number of displayed keywords to:

	Keyword Rank Yahoo	TRI™ Index↓ ²	Market Share↓ ¹	Keyword Selection Strategy
5	>100	1000 %	100.00 %	Parent Theme or Synonym; Keyword Priority 1
0	>100	100 %	7.85 %	Long Tail Priority 1

As can be seen in the illustration above, the buttons change to reflect the current sort style. An up arrow will indicate an ascending sort, or a down arrow (shown) indicates a descending sort. The colors also shift between ascending and descending sort to give a quicker visual reference for this fact.

In addition to this, a superscript 1 and superscript 2 appear on the primary and secondary sort columns, respectively.

Collapsing the Columns on the Zoom Analysis Screen

Collapsible columns have been added to the Zoom Analysis screen to aid your analysis by bringing otherwise distant columns into a near proximity and shorten the download time of the data to your computer. There are two methodologies to collapse the columns on the Zoom Analysis screen.

☐ SIP
☐ Est. Natural Clicks Per Day
☐ Keyword Rank Google
☐ Keyword Rank MSN
☐ Keyword Rank Yahoo
☐ Phrase Match CPC
☐ Phrase Match CPD
☐ Broad Match CPC
☐ Broad Match CPD
☐ Number of Competing Websites

Display Columns

All	Raw Data
All	Calc. Data
ALL	Rec. Actions
ALL	Long Tail
All	Life Cycle

Limit the number of displayed keywords to:

In the image above, the "Raw Data" button has been clicked to display the entire list of "Raw Data" columns. These columns can now be individually turned on and off. Placing a check mark in the box will make the column visible, unchecking the box will turn the column off.

Alternatively, the "All" button can be clicked to turn all the columns in the appropriate group on or off. The "ALL" on the button display will be BOLD and in upper case, and the button will appear depressed when all the columns in that group have been selected to be displayed. The "Recommended Actions" "ALL" button and the "Long Tail" "ALL" button have both been clicked in the above example.

If only some or none of the columns in a group have been selected, the "All" buttons will appear in the raised position and the text will be normal, as in the Raw Data, Calc. Data and Life Cycle buttons in the example above.

Also associated with the collapsible columns is the "Limit the number of displayed keywords" option. This option limits how many keywords are displayed on a page at a time. This option is great for viewing the "top 100" or "best 50" of a particular filter and sort algorithm. It also

helps those computers that have a tough time downloading and navigating a huge ZA spreadsheet.

To save any changes made to the display attributes for these columns, or the number of keywords to be displayed, you must click the "Save Display Preferences" when your selections are final. This button will not appear until a change in the display of the columns has been made or the number of keywords to be displayed has changed.

Note: Primary and secondary sorting style remains in effect even if column is collapsed.

Zoom Analysis Screen Columns

The Zoom Analysis Columns include the following items and are each described in their respective section of this manual. Click on the link to view each description.:

1. [Keyword Checkbox Column](#)
 2. [Keyword Column](#)
 3. [BP \(BluePrint\) Column](#)
 4. [Keyword Type Column](#)
 5. [Tail Keyword Column](#)
 6. [SIP Column](#)
 7. [Est. Natural Clicks Per Day Column](#)
 8. [Keyword Rank Google Column](#)
 9. [Keyword Rank MSN Column](#)
 10. [Keyword Rank Yahoo Column](#)
 11. [Cost Per Click Columns](#)
 12. [Clicks Per Day Column](#)
 13. [Number of Competing Websites Column](#)
 14. [TT/TS Classification Column](#)
 15. [TRI™ Category Column](#)
 16. [TRI Index Column](#)
 17. [Market Share Column](#)
 18. [TCR Traffic Indicator Column](#)
 19. [Long Tail Index \(LTI\) Column](#)
 20. [Intelligence Column](#)
 21. [Article Strategy Column](#)
 22. [Keyword Selection Strategy Column](#)
 23. [Off-Site Promotions Column](#)
 24. [PPC Campaign Suggestions](#)
 25. [CPC Tail \(Broad\)](#)
 26. [CPD Tail \(Broad\)](#)
 27. [Market Convergence](#)
 28. [Comments & Observations](#)
 29. [Import Source](#)
 30. [Import Comments](#)
-

Keyword Check Box Column

This section covers the Keyword Checkbox column on the [Zoom Analysis Screen](#).

Use this box to check specific keywords for various actions available on this screen.

The picture below shows the Keyword Checkbox and Column as it appears on the Zoom Analysis Screen.

Pink synonyms used for Keyword Generation Only.

<input type="button" value="Check All"/>		<input type="button" value="Delete Checked"/>		Displaye	
	Keyword	BP	Type		
<input type="checkbox"/>	chocolate gift basket		Swiped		
<input type="checkbox"/>	chocolate gifts		Swiped		

The following actions require that you check specific keywords:

[Get URL Keyword Rank](#)

[Drilldown](#)

[Get Remaining Data - Checked keywords](#)

[Mark Checked for Blueprint](#)

[Delete Checked](#)

You may use the mouse to click on check boxes one at a time, or use the tab key to move from one checkbox to the next, and the space bar to "check" or "uncheck" the box. Shift-tab will move you back to the previous box.

The Check All / Uncheck All button checks / unchecks all the keywords displayed on the Zoom Analysis Screen. The function of this button toggles between "Check All" and "Uncheck All" each time you click on it.

Keyword Column

This section covers the Keyword Column located on the far left of the [Zoom Analysis Screen](#):

The Keyword Column lists the keywords or phrases associated with the currently displayed [Parent Theme](#).

If the [Filter is ON](#), the list of displayed keywords will be limited according to the [Defined Filter](#). Otherwise, it will be a complete list of all keywords associated with the current Parent Theme.

You may click on an individual keyword in order to open a [Google Search Engine Results Page \(SERP\)](#) associated with the individual term. The Google SERPS returned include both [broad match](#) and [phrase match](#) SERPS. These pages will help you to research keywords for relevance to your website's theme or market.

The picture below shows the Keyword Checkbox and Column as it appears on the Zoom Analysis Screen.

Pink synonyms used for Keyword Generation Only.

<input type="button" value="Check All"/> <input type="button" value="Delete Checked"/>		Display	
	Keyword	BP	Type
<input type="checkbox"/>	chocolate gift basket		Swiped
<input type="checkbox"/>	chocolate gifts		Swiped

Different Colored Keyword for Different Purposes:

Keywords in **Pink** have been Imported into this Parent Theme by the user, using the [Import Keywords Function](#).

Keywords in **Blue** are the approved [synonyms](#) of the Parent Theme (selected on the [Synonym Verification Screen](#)).

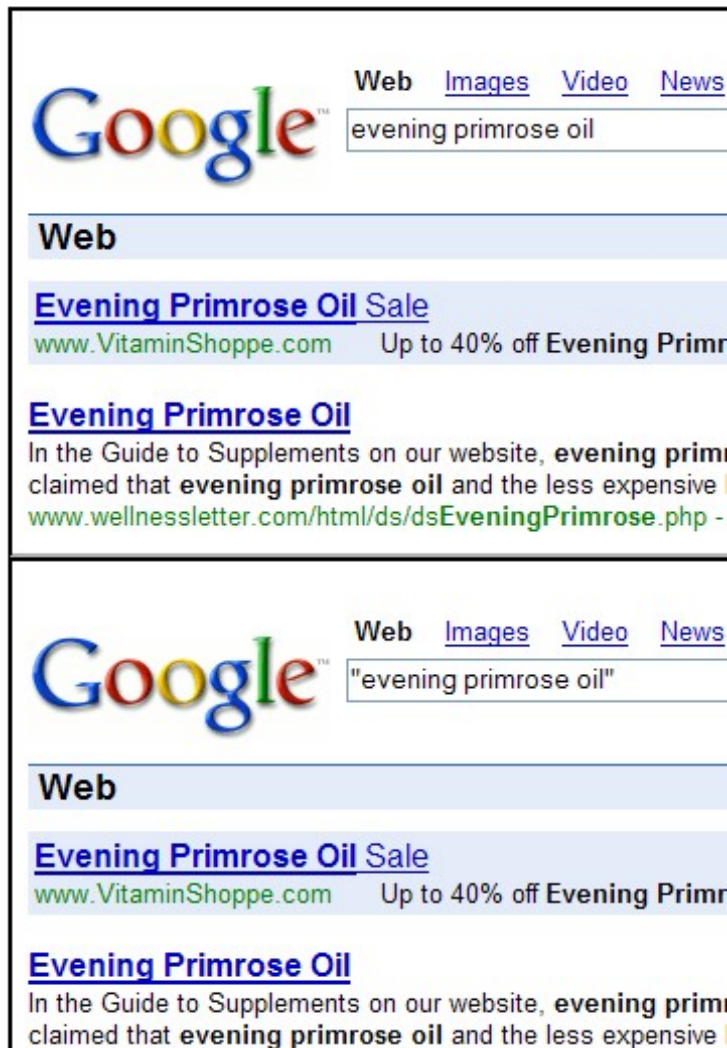
Keywords in **Green** are existing themes that are not synonyms of this Parent Theme.

It is possible to filter and to sort in a number of different and creative ways on this column.

Search Engine Results Page

This section covers the use of the Search Engine Results Page displayed by clicking a keyword listed in the [Keyword Column](#) of the [Zoom Analysis Screen](#):

Clicking on a keyword listed on the Zoom Analysis Screen will open the [SERP](#) for both the "[phrase match](#)" and the "[broad match](#)" of the keyword. The broad match keyword is at the top of the SERP result window, while "phrase match" is located at the bottom:



Note: The SERP results for Google are displayed as a pop-up window.

There are several useful ways to research a given keyword using the [SERPS](#).

Using SERP to Research Broad Topics and Themes:

If you are researching your keyword as a broad topic or theme, you may want to look at the pay per click AdWords ads that appear in the right-hand column, to see what sort of products are being sold with this keyword. You may discover that your keyword is [polysemous](#). You may also discover related markets that you were previously unaware of.

Obviously, if you are using Theme Zoom to create a PPC campaign, it is useful to research pay per click results for major topics and themes.

Using SERP to Research [Long Tail Keyword](#):

Another use of the [SERP](#) is to study more obscure terms or keyword phrases that you do not recognize.

When [drilling](#) into unknown markets or tangent themes, you may come across keywords that may be relevant, but look unfamiliar. By glancing at the SERP display screen you may be able to glean contextual knowledge of the keyword.

BP (BluePrint) - Life Cycle Column - White

This section covers the BP (BluePrint) column located on the [Zoom Analysis Screen](#):



BP
*

An asterisk (*) character is displayed in this column next to each keyword marked for Blueprint. This means that these keywords will be exported to the Theme Zoom approved website builder software for constructing your website design.

It is possible to filter and sort on this column.

See [Blueprint Interface Buttons](#) for details of how to mark keywords for blueprint.

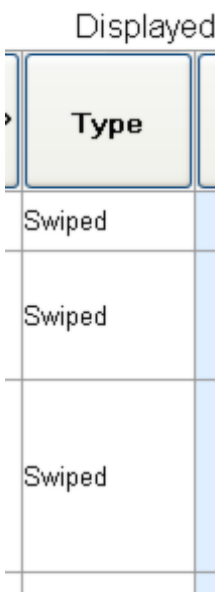
Keyword Type - Life Cycle Column - White

This section covers the Types of Keywords Column located on the [Zoom Analysis Screen](#):

Theme Zoom has identified eight different types of keywords. Keywords will start off as "Exotic" or "Swiped" on the Zoom Analysis Screen, depending on the origin of the keyword. See Keyword Types below.

Keywords can change into other types should you [import an existing word](#).

The picture below shows the Keyword Type Column header on the Zoom Analysis Screen:



Displayed Type
Swiped
Swiped
Swiped

Keyword Types

The different keyword types and their definitions that can appear in the Keyword Type column are as follows:

[Exotic Keywords](#)

Keywords that have never before been utilized, tracked or tested are called "exotic keywords" within the Theme Zoom proprietary keyword system. The majority of the keywords usually found on the Zoom Analysis screen will fall into this category.

[Contextual Keywords](#)

Keywords and phrases that appear within the visible content of your website are known as contextual keywords within the Theme Zoom proprietary keyword system. When you mark a keyword for your blueprint it will change the existing type into a contextual keyword.

[Effective Keywords](#)

Keywords and phrases that appear within your web log files are called effective keywords within the Theme Zoom proprietary keyword system.

[PPC Keywords](#)

PPC (pay per click) keywords are ANY keywords that currently appear within any PPC campaign.

[Money Keywords](#)

"Money keywords" are keywords that have been converted into trackable sales

[Swiped Keywords](#)

Within the Theme Zoom proprietary keyword system, keywords that have been extracted from the website of your competitor are called swiped keywords. Keywords that Theme Zoom finds on competitors' websites are classified as Swiped, on the Zoom Analysis Screen.

[Client Keywords](#)

Within the Theme Zoom proprietary keyword system, keywords that have been extracted from a subject matter expert or a business owner (client) are called client keywords.

[Site Search Keywords](#)

Site Search Keywords are keywords that have been searched for by visitors while on your website. They are typically collected through the logs of site search software.

Tail Keywords - Long Tail Column - Blue (not in limited versions)

This section covers the Tail Keywords Column located on the [Zoom Analysis Screen](#):

This column is colored coded blue, as are all the long tail columns, and shows data only when the keyword is a [Long Tail Keyword](#).

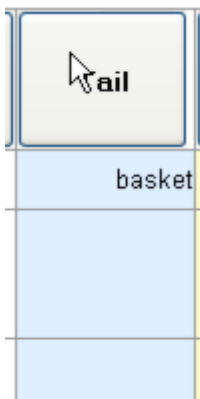
The "headword" is removed from the keyword and what is displayed in this column is the remainder, or the "tail".

Keywords that are eligible to be Long Tail keywords are those that contain the parent theme or its synonyms. The parent theme or synonym is the headword and any word that is combined with it, before or after, is considered the tail.

Further, at the article level, a headword can be the parent theme or synonym of the silo in which the article resides.

The Long Tail Keyword columns have a background color of light blue so that their meaning is easily identified.

Long Tail Keywords can be sorted and filtered.



Raw Data Columns - Yellow

SIP (Statistically Improbable Phrase) Column (not in limited versions)

This section covers the SIP Column located on the [Zoom Analysis Screen](#):

Theme Zoom has identified certain phrases as being Statistically Improbable outside the scope of the current theme. Often times these keywords are also expert verbiage or long tails as well.

Prior to the SIP Column, it was difficult for us to give you all the information you needed to be able to make intelligent choices about your keywords quickly and efficiently.

It is possible to filter and sort on this column.

	Keyword	SIP ↓ ²	Keyword Selection Strategy↓ ¹	Comments and Observations
<input type="checkbox"/>	perfect spa	*	Expert Verbiage Priority 2	Statistically Improbable Phrase - taken from article or document written by a subject matter expert.
<input type="checkbox"/>	spa treatments	*	Expert Verbiage Priority 2	Statistically Improbable Phrase - taken from article or document written by a subject matter expert.
<input type="checkbox"/>	fitness vacation	*	Expert Verbiage Priority 2	Statistically Improbable Phrase - taken from article or document written by a subject matter expert.
<input type="checkbox"/>	body treatments	*	Expert Verbiage Priority 2	Statistically Improbable Phrase - taken from article or document written by a subject matter expert.
<input type="checkbox"/>	spa experience	*	Expert Verbiage Priority 2	Statistically Improbable Phrase - taken from article or document written by a subject matter expert.
<input type="checkbox"/>	spa services	*	Expert Verbiage Priority 2	Statistically Improbable Phrase - taken from article or document written by a subject matter expert.
<input type="checkbox"/>	medical spa	*	Expert Verbiage Priority 2	Statistically Improbable Phrase - taken from article or document written by a subject matter expert.
<input type="checkbox"/>	massage therapy technique	*	Expert Verbiage Priority 2	Statistically Improbable Phrase - taken from article or document written by a subject matter expert.
<input type="checkbox"/>	wellness spa	*	Expert Verbiage Priority 2	Statistically Improbable Phrase - taken from article or document written by a subject matter expert.

It is recommended to filter this column in combination with the Keyword Selection Strategy column (primary sort on SIP, secondary sort on Keyword Selection) to see the recommendations made for each SIP.

Natural Clicks Per Day Column

This section covers the Estimated Natural Clicks Per Day column located on the [Zoom Analysis Screen](#):

As part of the "raw data" for the keyword, this column is color coded yellow. The Estimated Natural Clicks Per Day (CPD) column displays an extremely conservative estimate of the "natural" traffic you could expect from the keyword term if you were ranked "above the fold" (in the top five positions) on Google.

Natural Clicks Per Day column can be sorted, but better results are to be found by sorting and filtering on either [phrase or broad clicks per day](#).

Note: The accuracy of this data can vary when it comes to new and emerging markets.

	Keyword	Natural CPD
<input type="checkbox"/>	evening primrose	49 - 86

Keyword Rank Google Column

This section covers the Keyword Rank Google Column on the [Zoom Analysis Screen](#):

words: 7899

Keyword Rank Google	Keyword Rank MSN	Keyword Rank Yahoo

The URL to which the Keyword Rank column data applies, and the date of the Keyword Rank column data are displayed in the Zoom Analysis Screen [Statistical Overview](#).

Important: The ranking of the specified URL is searched for within the top 100 URLs returned by Google, using a [Broad Match](#) query. If the URL you entered is not in the top 100 URLs, its ranking is indicated as "> 100" (read "greater than 100").

URL rankings from 1 to 10 are displayed in **red**. (These are considered excellent rankings.)
URL rankings from 11 and 50 are displayed in **green**. (These are considered good rankings.)
URL rankings above 50 are displayed in black.

The keyword rank columns can be sorted but not filtered. As part of the "raw data" for the keyword, this column is color coded yellow.

Keyword Rank MSN

This section covers the Keyword Rank MSN column located on the [Zoom Analysis Screen](#):

words: 7899

Keyword Rank Google	Keyword Rank MSN	Keyword Rank Yahoo

The URL to which the Keyword Rank column data applies, and the date of the Keyword Rank column data are displayed in the Zoom Analysis Screen [Statistical Overview](#).

Important: The ranking of the specified URL is searched for within the top 100 URLs returned by MSN, using a [Broad Match](#) query. If the URL you entered is not in the top 100 URLs, its ranking is indicated as "> 100" (read "greater than 100").

URL rankings from 1 to 10 are displayed in **red**. (These are considered excellent rankings.)
URL rankings from 11 and 50 are displayed in **green**. (These are considered good rankings.)
URL rankings above 50 are displayed in black.

The keyword rank columns can be sorted but not filtered. As part of the "raw data" for the keyword, this column is color coded yellow.

Keyword Rank Yahoo

This section covers the Keyword Rank YAHOO column located on the [Zoom Analysis Screen](#):

Words: 7899

Keyword Rank Google	Keyword Rank MSN	Keyword Rank Yahoo

The URL to which the Keyword Rank column data applies, and the date of the Keyword Rank column data are displayed in the Zoom Analysis Screen [Statistical Overview](#).

Important: The ranking of the specified URL is searched for within the top 100 URLs returned by YAHOO, using a [Broad Match](#) query. If the URL you entered is not in the top 100 URLs, its ranking is indicated as "> 100" (read "greater than 100").

URL rankings from 1 to 10 are displayed in **red**. (These are considered excellent rankings.)
URL rankings from 11 and 50 are displayed in **green**. (These are considered good rankings.)
URL rankings above 50 are displayed in black.

The keyword rank columns can be sorted but not filtered. As part of the "raw data" for the keyword, this column is color coded yellow.

Cost Per Click Columns

This section will cover the Cost Per Click (CPC) columns (Broad CPC and Phrase CPC) on the [Zoom Analysis Screen](#):

The Cost Per Click columns allow a sense of the market value of a keyword. The Sponsored Links section of the Google Search Engine, returns AdWord ads along with the search results for a keyword. The [Cost Per Click](#) columns indicate the estimated charge incurred by the highest bidder for that keyword, whenever someone clicks on their ad.

We include estimated Cost Per Click for both the [phrase match](#) and the [broad match](#) of that keyword.

This, along with the [statistical overview](#), can be used to make an initial market assessment of the keyword.


Different colored cost numbers:

Cost in Green: Indicates it is a moderately priced keyword (between .75 and 3.00 dollars), which generally means moderate traffic and competition. These are often good words to position yourself using [PPC](#). In general, these terms have traffic but are less expensive than the keywords in red.

Cost in Red: Indicates high costs (more than 4.50 per click) - this is often followed by lots of traffic and lots of competition. You may want to [drill down](#) and back yourself into these

themes over time.

The example of the Zoom Analysis Screen below shows the Cost Per Click Columns.



Phrase Match CPC	Phrase Match CPD	Broad Match CPC	Broad Match CPD
3.06	11	4.50	361
4.08	362	4.03	367
4.66	352	4.50	183
3.92	0	3.67	1

The Cost per Click column can be both sorted and filtered. As part of the "raw data" for the keyword, this column is color coded yellow.

Clicks Per Day Column


This section covers the Clicks Per Day (SPD) Columns (Broad and Phrase Match) located on the [Zoom Analysis Screen](#).

The [Clicks Per Day](#) columns display the estimated number of clicks you would expect to receive from Google AdWords if you were running a [PPC](#) campaign with Google, and you were the highest bidder.

This data is another useful way to gauge market value and overall traffic to a given keyword.

Theme Zoom displays both the [phrase match](#) and the [broad match](#) results for the Clicks Per Day estimate.

An example of these columns as they appear on the Zoom Analysis Screen is shown below:



Phrase Match CPC	Phrase Match CPD	Broad Match CPC	Broad Match CPD
3.06	11	4.50	361
4.08	362	4.03	367
4.66	352	4.50	183
3.92	0	3.67	1

The Cost per Click column can be both sorted and filtered. As part of the "raw data" for the keyword, this column is color coded yellow.

Number of Competing Websites Column

This section covers the Number of Competing Websites column located on the [Zoom Analysis Screen](#):

The Number of Competing Websites column shows the number of competing websites for the given keyword. The number given here is consistent with the number given by a [phrase match](#) query of the keyword on Yahoo.

Use the competing website data to determine the size of an overall market.

Do not be afraid of keywords that have a high number of competing websites. It is important to remember that you can easily rank highly across hundreds of keywords when you theme your website properly.

Rather view this column as one of the important aspects that helps you to decided how much quality content, how many [long tail keywords](#), and [expert verbiage](#), as well as the degree of [off-site promotion](#) and [outbound citations](#) are needed to dominate your overall theme.

Number of Competing Websites
858,000
19,500,000
167,000
34,900

As part of the "raw data" for the keyword, this column is color coded yellow.

Calculated Data Columns - Green

TRI™ Descriptions and Definitions

This section covers an overview of the Theme Relevance Index or TRI™.

What is TRI™?

TRI™ stands for Theme Relevance Index. It is an indicator of the [co-occurrence](#) of the parent theme and keyword, gleaned by examining the relationship of the keyword to the [Parent Theme](#). Sometimes the keyword has a greater relevancy (a higher co-occurrence) to a synonym of the current parent theme, therefore, we first determine which of the parent theme synonyms (or the parent theme itself) is most closely related to the keyword. We call that synonym the keyword's TRI Parent.

Why is TRI™ important?

The TRI™ is the method that is used to determine which keywords are most valuable. Note: Ultimately, you do not need to understand TRI™ to use Theme Zoom. This is because the Recommended Action Columns on the Zoom Analysis Screen include the TRI™ as one of many important factors analyzed during the determination of what the recommended actions should be. This entire description is only provided for those users who want to know how we arrive at those recommendations.

Objective of the TRI™

Theme Zoom uses the TRI™ to select which keywords are most valuable when designing your website. Keywords that support the parent theme most closely should be used in the initial stages of building your website so that the theme is clearly expressed.

The TRI™ categories are assigned to keywords by analyzing the co-occurrence of the keyword and the parent theme. This is a form of [LSI](#) calculation.

Three aspects of The TRI™ Category

Three different aspects of the keyword in its relationship to the parent theme are researched.

1. TRI™ Classification - indicators for when the keyword has a broader scope than the parent theme, and when the keyword is a vertical market for your current theme.
2. TRI™ Category - The categorization of the scope, or popularity, of the keyword.
3. TRI™ Index - is the theme relevance or the Co-occurrence Percent, on a scale of 1 to 100. The higher the number, the more closely associated the keyword is to the TRI™ Parent.

The TRI description columns are calculated columns and are therefore color coded green.

TRI Classifications - TT/TS Column

TRI™ Classifications Column - Theme Subordinate to Keyword (TS) and Tangent Themes (TT) in the Zoom Analysis Screen:

Indicates when a keyword is a Theme Subordinate to the Keyword or a Tangent Theme.

Theme Subordinate to Keyword and Tangent Themes:

When a keyword is *broader than the Parent Theme*, it means that the number of competing websites for that keyword is greater than the number of competing websites for the TRI Parent. Sometimes the keywords in these situations are [polysemous](#).

The following table shows the two situations that describe the conditions and corresponding classification that occur when the keyword is broader than the Parent Theme:

Parent Relationship	Classification Indicator	TRI Index	Meaning
Theme Subordinate to Keyword	TS	90% or more	Keyword is a vertical market for the parent theme
Tangent Theme	TT	Less than 90%	Less relevant than the other category, a Tangent Theme may well be a polysemous term and most likely includes market segments that are beyond the scope of your them.

The TRI description columns are calculated columns and are therefore color coded green.

TRI Categories

TRI™ Categories Column - Theme Subordinate to Keyword (TS) and Tangent Themes (TT) in the Zoom Analysis Screen:

The TRI™ Category indicates the scope, or popularity, of a keyword.

TRI™ Categories

Keywords in the six categories below are subordinate to and *directly relevant to the Parent*

Theme. There is greater than 50% co-occurrence between the keyword and the parent theme. Keywords in all six of the categories below are subordinate to the Parent Theme.

From broadest to narrowest in number of competing websites, the following TRI Categories are as shown in the table below:

Category	Number of Competing Websites
Market Category	More than 10,000,000
Market Segment	More than 1,000,000
Subtheme	More than 150,000
Niche	More than 2,500
Microniche	More than 600
Phrase	Less than 600

Latent Categories:

Latent means the demonstration of the relationship to the TRI Parent is not as obvious. These have less than a 50% co-occurrence between the keyword and the TRI Parent. Latent categories contain the same number of competing websites as the non-latent equivalent.

The table below shows the Latent Categories and the size in terms of number of competing websites for each.

Category	Number of Competing Websites
Latent Market Category	More than 10,000,000
Latent Market Segment	More than 1,000,000
Latent Subtheme	More than 150,000
Latent Niche	More than 2,500
Latent Microniche	More than 600
Latent Phrase	Less than 600

The TRI description columns are calculated columns and are therefore color coded green.

TRI™ Index Column

This section covers the TRI™ (Theme Relevance Index) column on the [Zoom Analysis Screen](#):

TRI™ stands for Theme Relevance Index or [Co-occurrence](#) Percent. It is an indicator of how closely related a keyword is to the current TRI Parent.

The TRI™ Index is normally a value from 1 to 100 with 100 representing the closest relationship between a keyword and the parent theme, and 1 representing the farthest.

Latent categories have a TRI Index from 1 to 50. Non-latent categories have a TRI from 51 to 100.

The TRI™ Index is displayed as 1000% for the Parent Theme to draw attention to the fact that it is not simply another keyword.

The TRI Index/Co-occurrence Percent appears on the Zoom Analysis Screen as shown below:

TRI™ Index
1000 %
43 %
43 %
36 %
20 %

Please refer to the following document for a full explanation the TRI™ column:

[TRI Categories Demystified](#)

The TRI description columns are calculated columns and are therefore color coded green.

Market Share Column

This section covers the Market Share Column located on the [Zoom Analysis Screen](#):

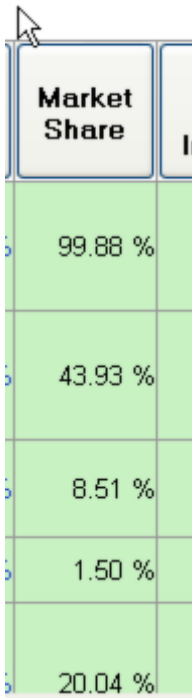
Market share, in strategic management and marketing, is the percentage or proportion of the total available market or market segment that is being serviced by a company. ThemeZoom has adapted this concept to keywords to provide an indication for what percent or proportion of the total market, or parent theme, is related to or discussing this keyword.

To do this, ThemeZoom looks at the co-occurrence between the keyword and the parent theme and analyses how that relates that to the parent theme.

It can be useful to see what keywords are dominating the market of the parent theme. Usually only a small percentage of keywords will rise above the 5% mark in any given Zoom Analysis Screen. Of interest are any keywords over 1%.

These terms will give you the general slant in which the market of the Parent Theme is viewed.

The picture below shows the Market Share column on the Zoom Analysis Screen:



Market Share	
99.88 %	
43.93 %	
8.51 %	
1.50 %	
20.04 %	

The Market Share column is a calculated column and are therefore color coded green.

TCR Column

This section covers the TCR column located on the [Zoom Analysis Screen](#):

Traffic to Competition Ratio (TCR) indicates the relationship between the traffic and the number of competing websites for a keyword. High traffic is weighed heavily in the calculation of this indicator to highlight or favor the keywords with high traffic .

TCR is one of the fields we use to determine our [Recommended Actions](#). Although you will seldom need to select keywords based on TCR alone, we've included a cursory explanation of their color codes in the event that an advanced Theme Zoom user desires more information. A higher number is a positive indicator; i.e. the amount of traffic as compared to the number of competing websites is high:

Green: It is easy to rank for this keyword - there are few to moderate numbers of competing websites.

Orange: Possible to rank for this keyword - there are more competing websites than the previous category, but you can still make the first page with a little effort.

Black: Drill further down into this term in order to dominate. Competition for this term is moderate to very high.

TCR Traffic Indicator
141
6720
741940
0
3918

The TCR column is a calculated column and are therefore color coded green.

LTI - Long Tail Index - Long Tail Column - Blue (not in limited editions)

This section covers the Long Tail Index column, one of the long tail columns, located on the [Zoom Analysis Screen](#):

This column is colored coded blue, as are all the long tail columns, and is populated only when the keyword is a Long Tail Keyword. The picture below shows the column header of the Long Tail Index.

The Long Tail Keyword columns have a background color of light blue so that their meaning is easily identified.

LTI
29187.41
7842.18
0.89
4.66
172.72
52.21

The Long Tail Index (LTI) came into existence due to the frustration of being faced with hundreds of long tails all having zero CPC and zero CPD. There needed to be a way to distinguish which long tails were more valuable than others without having to wade through them all by hand, one-by-one.

This is accomplished by pulling apart the components that make up a long tail and examining their individual value. Then we contrast those findings with the intrinsic value of the keyword itself.

The LTI column and the Market Convergence column are similar up to this point.

The goal was to distinguish "valid" long tails such as "evening primrose oil acne" from such general terms as "buy evening primrose oil".

Therefore you will find some Long Tails that have a high CPC Tail and a high CPD Tail, have a low LTI because the term in the tail is too general.

Such terms will score highly in the [Market Convergence column](#), but low here in the LTI column.

High scoring LTI will be reserved for words whose tail is more likely to be considered "[expert verbiage](#)" for this particular theme.

The 5 Recommended Actions Columns - Pink

This section covers the 5 Recommended Actions Columns located on the [Zoom Analysis Screen](#):

The 5 Recommended Actions columns are located on the right side of the Zoom Analysis Screen and have a pink background color. In each column, there is a one line summary of the action appropriate for that keyword, in the context of that column.

Important: There will be no results anywhere in these columns until you perform the "[Get Remaining Data](#)" Function for the keywords you wish to investigate.

The primary purpose of the recommended actions columns is to help you discover those phrases that are most worthy of your time and effort.

Any keyword that has a blank in all these columns is likely to be too vague or too distant from your [Parent Theme](#) to be given priority status within the silo or theme that you are investigating.



Topic Intelligence	Article Strategy	Keyword Selection Strategy	Off-Site Promotions	PPC Campaign Suggestions
TRIPLE Nominated Topic - TRI, Traffic, PPC - Drill Down (if appropriate)	Parent theme.	Parent Theme or Synonym; Keyword Priority 1	Top Priority Submit to Article Directories; PR HEADLINE; CREATE TAG; CREATE BLOG	HIGH TRAFFIC; Drill down to find additional less expensive PPC terms
Competitor Nominated Topic - Drill Down (if appropriate)	Parent theme synonym; Topic or theme for content/article priority 1.	Parent Theme or Synonym; Keyword Priority 1	Top Priority Submit to Article Directories; PR HEADLINE; PR Anchor Text; CREATE TAG; CREATE BLOG	Low cost keyword with some traffic
PPC Nominated Topic - Drill Down (if appropriate)	Parent theme synonym; Topic or theme for content/article priority 1.	Parent Theme or Synonym; Keyword Priority 1	Top Priority Submit to Article Directories; PR HEADLINE; PR Anchor Text; CREATE TAG; CREATE BLOG	VIRGIN TERRITORY Priority 1; probationary AdWord, use PPC to analyze AdWords impressions
Drill into as a new VMAD	Topic or theme for content/article priority 1.			MASSIVE TRAFFIC; Investigate theme relevancy

The 5 Recommended Actions Columns include:

1. [Intelligence Column](#)
2. [Article Strategy Column](#)
3. [Keyword Selection Strategy Column](#)
4. [Off-Site Promotions Column](#)
5. [PPC Campaign Suggestion Column](#)

The recommended action columns are color coded pink for easy identification.

Intelligence Column

This section covers the Intelligence Column located on the [Zoom Analysis Screen](#):

The recommendations provided in the Intelligence Column comments are extremely valuable in the design and structure of your website.

This function is equally valuable to you whether you are deciding on the main theme and [silo structure](#) for your website or choosing article topics and keywords.

The picture below shows the Intelligence Column, shown here as Market Intelligence. The recommended action columns are color coded pink for easy identification. The title of this column changes depending upon the level of the Parent Theme. See below for a description of this column:



Market Intelligence	
TRIPLE Nominated Theme	
a- TRI, Traffic, PPC - Drill Down (if appropriate)	
TRIPLE Nominated Theme	
a- TRI, Traffic, PPC - Drill Down (if appropriate)	
PPC Nominated Theme - Drill Down (if appropriate)	

Column Header Title

The title of this column depends upon the level of the parent theme you are "drilling into". The following table shows the level of the theme and its associated column title which will appear at the top of the column.

Level of Analysis	Name of Column
VMAD (Vertical Market Analysis Drilldown)	Market Intelligence
Project	Architectural Intelligence
Silo	Topic Intelligence
Article	Keyword Intelligence

Each of the keywords shown on the Zoom Analysis Screen are nominated for theme, silo, topic or keyword, depending upon the level of the theme. The level of the theme is determined by its location in the Themes Tree. Each time you drill into a keyword, Theme Zoom adjusts the nominations to coincide with the current level of analysis.

Each recommendation refers to the level subordinate to the current Parent Theme level.

- If you are analyzing a theme at the VMAD level, the column title will be Market Intelligence and the nominations will be for Projects within that market.

- If you are analyzing a theme at the Project level, the column title will be Architectural Intelligence. The nominations will refer to the Silos for that Project.
- If you are analyzing a Silo level theme, this column title will be Topic Intelligence. It will show nominations for Topics/Articles within that Silo theme.
- If you are analyzing a theme at the Article level, the name of the column will be Keyword Intelligence and the nominations will refer to Keywords within that article/topic.

The table below shows the level of the keyword and its corresponding type of nomination.

Level of Analysis	Nomination Type
VMAD	Theme
Project	Silo
Silo	Topic
Article	Keyword

See the section, [Vertical Market Analysis Drilldown](#) for further information on VMAD.

Article and Keyword Strategy Columns

When choosing Articles and keywords the Intelligence Column offers information and insight and should be used in conjunction with the Article Strategy Column and the Keyword Suggestion Column.

For example:

An Article Priority 1 associated with a Quad Nominated Topic is probably more useful than an Article Priority 1 that is only a Triple Nominated Topic. The intelligence column will give you the insight as to *WHY* this keyword is a good choice, by indicating the grounds for the nominations.

Drill Down (if appropriate):

Many of the suggestions in the Intelligence column include the suggestion, "Drill Down (if appropriate)." This means that you may want to drill into this keyword in order to further investigate, and elaborate on your theme.

For example, Drilling into a keyword you've chosen as a silo will help you discover keywords you can use to fill in the article for this theme level on your website. You would perform this only after thoroughly researching *all* the potential keywords for this choice.

The Intelligence suggestions are as follows, in order of priority:

1. [QUAD Nominated TRI™, Competitor, Traffic, PPC - Drill Down](#)
2. [TRIPLE Nominated TRI™, Traffic, PPC - Drill Down \(if appropriate\)](#)
3. [TRIPLE Nominated TRI™, Competitor, Traffic - Drill Down \(if appropriate\)](#)
4. [TRIPLE Nominated TRI™, Competitor, PPC - Drill Down \(if appropriate\)](#)
5. [TRIPLE Nominated Competitor, Traffic, PPC - Drill Down \(if appropriate\)](#)
6. [Double Nominated TRI™, Competitor - Drill Down \(if appropriate\)](#)

7. [Double Nominated PPC, Competitor - Drill Down \(if appropriate\)](#)
 8. [Double Nominated Traffic, Competitor - Drill Down \(if appropriate\)](#)
 9. [Double Nominated TRI™, PPC - Drill Down \(if appropriate\)](#)
 10. [Double Nominated Traffic, PPC - Drill Down \(if appropriate\)](#)
 11. [Double Nominated TRI™, Traffic - Drill Down \(if appropriate\)](#)
 12. [TRI™ Nominated - Drill Down \(if appropriate\)](#)
 13. [PPC Nominated - Drill Down \(if appropriate\)](#)
 14. [Traffic Nominated - Drill Down \(if appropriate\)](#)
 15. [Competitor Nominated - Drill Down \(if appropriate\)](#)
 16. [Drill into as a new VMAD. See User's Guide.](#)
-

QUAD Nominated Silo

This section covers the recommendations in the [Intelligence Column](#):
QUAD Nominated ; TRI™, Competitor, Traffic, PPC - Drill Down (if appropriate)

The table below shows the level of the keyword and its corresponding type of nomination.

Level of Analysis	Nomination Type
VMAD	Theme
Project	Silo
Silo	Topic
Article	Keyword

When this suggestion appears, it means that the keyword qualifies FOUR TIMES for use as a theme/silo/topic/keyword.

"TRI™, Competitor, Traffic and PPC" indicate that the keyword qualifies as [TRI™ Nominated](#), [Competitor Nominated](#), a [Traffic Nominated](#) and a [PPC Nominated](#) at the same time.

Obviously, "QUAD Nominated" has a very high value and should be well researched. A QUAD nomination has more weight than a TRIPLE Nomination.

A QUAD nomination is the highest nomination

Use your common sense when investigating these terms. Because of their high theme value, you may want to drill into these keywords for more themes or additional PPC keywords.

You will probably want to research TRIPLE and QUAD Nominations before anything else. These can be considered "jackpots".

TRIPLE Nominated Silo

This section covers the recommendation in the [Intelligence Column](#):
TRIPLE Nominated - Drill Down (if appropriate)

The table below shows the level of the keyword and its corresponding type of nomination.

Level of Analysis	Nomination Type
VMAD	Theme
Project	Silo
Silo	Topic
Article	Keyword

When this suggestion appears, it means that the keyword qualifies THREE TIMES for use as a theme/silo/topic/keyword.

Obviously a "TRIPLE Nomination" has a very high value and should be well researched. A TRIPLE nomination has more weight than a Double Nomination, but less than a QUAD Nomination.

Use your common sense when investigating these terms. Because of their high theme value, you may want to drill into these terms for more articles or additional PPC keywords.

You will probably want to research TRIPLE and QUAD Nomination before anything else. These can be considered "jackpots".

There are numerous combinations of TRIPLE nominations that can occur. A few are as follows:

"TRI™, Traffic and PPC" indicate that the keyword qualifies as TRI™ Nominated, Traffic Nominated and PPC Nominated keyword at the same time.

"TRI™, Competitor and Traffic" indicate that the keyword qualifies as TRI™ Nominated, Competitor Nominated and Traffic Nominated keyword at the same time.

Each TRIPLE Nomination will be made up of three of the following four categories:

1. [TRI™ Nominated](#)
2. [Competitor Nominated](#)
3. [Traffic Nominated](#)
4. [PPC Nominated](#)

The particular configuration of the nomination will give you insight as to why this keyword is nominated as being valuable.

Double Nominated

This section covers the recommendation in the [Intelligence Column](#):
Double Nominated - Drill Down (if appropriate)

The table below shows the level of the keyword and its corresponding type of nomination.

Level of Analysis	Nomination Type
VMAD	Theme
Project	Silo
Silo	Topic
Article	Keyword

When this suggestion appears, it means that the keyword qualifies TWICE for use as a theme/silo/topic/keyword.

Obviously a "Double Nomination" has a very high value and should be well researched.

Use your common sense when investigating these terms. Because of their high theme value, you may want to drill into these terms for more articles or additional PPC keywords.

There are numerous combinations of two nominations that can occur. A few are as follows:

"TRI™ and Traffic" indicate that the keyword qualifies as TRI™ Nominated and Traffic Nominated at the same time.

"PPC and Competitor" indicate that the keyword qualifies as PPC Nominated and a Competitor Nominated at the same time.

Each Double Nomination will be made up of two of the following four categories:

1. [TRI™ Nominated](#)
2. [Competitor Nominated](#)
3. [Traffic Nominated](#)
4. [PPC Nominated](#)

The particular configuration of the nomination will give you insight as to why this keyword is nominated as being valuable.

TRI™ Nominated

This section covers the recommendation on the [Intelligence Column](#):
TRI™ Nominated - Drill Down (if appropriate)

The table below shows the level of the keyword and its corresponding type of nomination.

Level of Analysis	Nomination Type
VMAD	Theme
Project	Silo
Silo	Topic
Article	Keyword

This recommendation means that a specific keyword qualifies as a theme/silo/topic/keyword based on the TRI™ calculations alone. For information about TRI™ Definitions, see [TRI Descriptions and Definitions](#).

"TRI™ Nominations" are a strong consideration because they are [Subthemes](#) or larger and require a TRI Index that insures a high degree of relevancy to the parent theme. When [sorting](#) by Intelligence Comments, TRI™ Nominations appear above [PPC Nominated](#) and [Traffic Nominated](#) because TRI™ is based on the overall value and popularity of the keyword or phrase within a given market or in relationship to your parent theme.

"TRI Nominated Silo" is one of the "single nominated silos" that counts towards the "[Double Nominated](#)", "[TRIPLE Nominated](#)" and "[QUAD Nominated](#)" silo categories.

Another important note:

The TRI nominations will not tell you much about new and emerging markets! It tells you more about topics and themes of interest occurring online right now.

To be alerted about keywords associated with new and emerging markets it is best to consider the [PPC nomination](#). When a keyword has an abnormally high PPC price but has a less than normal TRI value, this usually indicates a new market is emerging but has not yet perpetuated itself through the internet.

PPC Nominated

This section covers the recommendation on the [Intelligence Column](#):
PPC Nominated - Drill Down (if appropriate)

The table below shows the level of the keyword and its corresponding type of nomination.

Level of Analysis	Nomination Type
VMAD	Theme
Project	Silo
Silo	Topic
Article	Keyword

When this suggestion is displayed in the Intelligence Comments column, it means that the keyword qualifies for use as a theme/silo/topic/keyword primarily because of the [Cost-Per-Click](#) (CPC) associated with the term.

The algorithm associated with this recommendation is more elaborate than most. Essentially, we compare CPC (Cost Per Click) of the keyword with the average CPC for the given market or Parent Theme. If the keyword has a sufficiently high CPC, then it qualifies for the "PPC (Pay Per Click) Nominated Silo" suggestion.

"[PPC Nominated Silo](#)" is one of the "single nominated silos" that counts towards the "[Double Nominated](#)", "[TRIPLE Nominated](#)" and "[QUAD Nominated](#)" silo categories.

Use PPC nominated silos to be alerted to potentially new and emerging markets that are not yet qualified as a [TRI™ Nominated Silo](#).

Traffic Nominated

This section covers the recommendation in the Intelligence Comments Column:

Traffic Nominated - Drill Down (if appropriate)

The table below shows the level of the keyword and its corresponding type of nomination.

Level of Analysis	Nomination Type
VMAD	Theme
Project	Silo
Silo	Topic
Article	Keyword

When this suggestion displays, it means that the keyword qualifies for a theme/silo/topic/keyword primarily because of the amount of traffic associated with the term .

In order for a keyword to qualify as "Traffic Nominated", the main requirement is that the [Clicks Per Day](#) (CPD) must exceed 50.

"Traffic Nominated" is one of the "single nominations" that counts towards the "[Double Nominated](#)", "[TRIPLE Nominated](#)" and "[QUAD Nominated](#)" categories.

This category can be particularly good for selecting topics for articles. We suggest that you look closer at keywords that display this suggestion by clicking on the keyword itself. This will take you to the [Search Engine Results Page](#) (SERP). Research this term in greater detail by looking at the websites that are ranked highly for this term .

We would not necessarily recommend using a keyword that is nominated ONLY for traffic , because it may not be germane to your market. Much of this will depend on which search engine proven synonyms you selected on the [Synonym Verification Screen](#).

Competitor Nominated

This section covers the recommendation in the [Intelligence Column](#):
Competitor Nominated - Drill Down (if appropriate)

The table below shows the level of the keyword and its corresponding type of nomination.

Level of Analysis	Nomination Type
VMAD	Theme
Project	Silo
Silo	Topic
Article	Keyword

When this suggestion appears, it means that the keyword qualifies for use as a theme/silo/topic/keyword primarily because it was discovered as a theme or silo on a competitor's website.

Competitor Nominated Silo keywords are extracted from the top five ranking websites for the [Parent Theme](#) and the parent theme synonyms.

"Competitor Nomination" is one of the "single nominations" that counts towards the "[Double Nominated](#)", "[TRIPLE Nominated](#)" and "[QUAD Nominated](#)" categories.

This term may well appear more than once on a competitor's website. The [Comments and Observations Column](#) will display the number of competitor's websites upon which this keyword was found and provide you with the link to the primary one.

Drill Into as a New VMAD

This section covers the recommendation in the [Intelligence Column](#): Drill into as a new VMAD. See User's Guide.

The table below shows the level of the keyword and its corresponding type of nomination.

Level of Analysis	Nomination Type
VMAD	Theme
Project	Silo
Silo	Topic
Article	Keyword

The Drill into as a new VMAD recommendations will only appear in a situation where the keyword is listed as "[Theme Subordinate to keyword](#)" in the TRI™ column. There is also a requirement that there be a minimum of 5000 [competing websites](#) for the keyword, and a [TRI™ Index number](#) greater than 90 in order to qualify for a "potential silo" recommendation.

The Drill into as a new VMAD recommendation is different from other recommendations; it does not focus on drilling further down into the keyword for more articles. It is better to [research this keyword](#) or market before deciding to include it in your website. If you decide to use it as a silo, you need to make sure that it is related to your market, and not too broad for the overall scope of your information website, products, or services.

Article Strategy Column (VMAD and Silo levels only)

This section covers the Article Strategy column located on the [Zoom Analysis Screen](#):

The recommendations for the Article Strategy column are only displayed when the theme is at the Silo level.

The [Intelligence Comments](#) column should be foremost in your mind if you have not already decided on a [silo structure](#) for your website. If you have already chosen your website theme and silos, you will be more focused on the Article Strategy column and its suggestions.

Creating excellent content with original articles is the best way to become an "authority website" on your topic or theme of interest. By [sorting](#) by the "Article Strategy" column, you will have a prioritized list of articles that may support your authority website theme.

The recommended action columns are color coded pink for easy identification. The following is an example of the Article Strategy column:

Article Strategy
Parent theme.
Parent theme synonym; Topic or theme for content/article priority 1.
Parent theme synonym; Topic or theme for content/article priority 1.
Topic or theme for content/article priority 1. Drill down.

Article Strategy Recommendations

The Article Strategy Column contains recommendations for the content of your website. These recommendations are listed below in order of priority.

1. [Parent Theme.](#)
2. [Parent theme synonym, Topic or theme for content/article Priority 1.](#)
3. [Topic or theme for content/article priority 1. Drill down.](#)
4. [Topic or theme for content/article priority 2. Drill down.](#)
5. [Topic or theme for content/article priority 3. Drill down.](#)
6. [Topic or theme for content/article in content drip system.](#)

Parent Theme or Synonym

This section covers the Article Strategy Column Recommendations: Parent theme, and Parent theme synonym, Topic or theme for content/article priority 1

To [sort](#) by [Article Strategy](#),

1. click on the Article Strategy button,

you will see the "[Parent Theme](#)" listed first, followed by its [synonyms](#).

Parent Theme Synonyms are given a "Parent theme synonym, Topic or theme for content/article priority 1", which means they are excellent choices for use in website content/articles.

Parent theme synonyms are the terms you chose on the synonym verification screen as being pertinent to your theme. These terms, therefore, make the best choices for articles, where appropriate.

Topic or Theme Priority 1-3

This section covers the Article Strategy Column:
Topic or theme for content/article priority 1-3. Drill down

Topic or theme for content/article priority 1-3 is a recommendation for a keyword that qualifies as "priority 1, 2 or 3" for articles and topics you may use to support the themes of your [silo](#) structures.

Creating excellent content with original articles is the best way to become an "authority website" on your topic or theme of interest.

When you [sort](#) by the "[Article Strategy](#)" column, Theme Zoom will provide you with a prioritized list of articles, topics and themes that may support your authority website theme.

How to choose keywords for topics and themes for content/article priority 1-2-3:

First, choose those keywords listed as "Topic or theme for content/article priority 1" in the Article Strategy Column, then "priority 2", then "priority 3".

Within each of these priority groups, we recommend favoring keywords with high [traffic](#) and [cost per click](#). However, the "traffic and cost per click" evaluation is only one method of gauging the value of a keyword. You should NOT throw away keywords that are listed as Likely [Expert Verbiage](#) or [Long Tail Keywords](#) simply because they have zero cost and traffic.

It is also worth noting the "Article Intelligence" column, when available, for additional advice in choosing articles.

Drill down (if appropriate)

This suggestion simply means that you may want to analyze the keyword further by [drilling](#) into it.

Topic or Theme for Content/Article in Content Drip System

This covers the Article Strategy Column:
Topic or theme for content/article in content drip system

The last choice for topics and themes are keywords in the category, "Topic or theme for content/article in drip system". These terms are not assigned a priority level.

This is the last resort category for topic or theme selection. These topics are fine to use; they are simply the lowest priority. If there are not a large quantity of higher priority topics and themes, then use these.

It is good to look through this category to grab topics and themes that are of interest to you. For example, if you already have an article written on a theme found within this category, you may want to upgrade the recommendation to "priority 1" or include the keyword as part of your article strategy.

Article in drip system?

This suggests that you may use these topics in your portal or website "drip system" if you have one. A "content drip system" is used when you have a set of articles pre-written for your website, which are not all on your website at once. Rather than uploading them to your website all at once, you set a schedule for incremental website growth. For example, you may set your drip system to automatically upload only one or two articles per week.

In reality, you may use any of the topics from any of the content/article suggestion categories (priority 1 through 3) in your content drip system. For more information about the various content management systems on the market, see the [Theme Zoom members area](#).

Keyword Selection Strategy Column

This section covers the Keyword Strategy Column on the Zoom Analysis Screen.

The use of Long Tail keywords and Expert Verbiage on your website is important; your website must include highly relevant themes within your content without going over the repetitive threshold that the search engines employ when they detect that a website is overusing the same term. This is called keyword spamming. Using Long Tail and Expert Verbiage is one way to avoid this detection.

The recommendations for the Keyword Selection Strategy Column refer to Expert Verbiage and Long Tail Keywords. The longer the tail, the more expert the verbiage. However, not all Expert Verbiage is Long Tail.

Therefore, we differentiate between these two types of keywords.

What is a LongTail Keyword?

A Long Tail keyword is a keyword with two or more words associated with a headword. For Example, if your Parent Theme is "tshirt", then "custom tshirt design" is a Long Tail keyword, with a headword of "tshirt". "custom tie-dye tshirt design" is a longer Long Tail with the same headword.

The recommendations, Long Tail priority 1/2/3/4, indicate which keywords are useful because of their LongTail variations on the keyword.

What is Expert Verbiage?

An Expert verbiage keyword is a keyword that is related to your parent theme but does not have the same headword. For example, the parent theme "skydiving" has an expert verbiage keyword called "reserve static line". This keyword does not have the word skydiving in it, and it is directly related to skydiving. Therefore, this is called expert verbiage.

Keyword Selection Strategy↓ ¹
Parent Theme or Synonym; Keyword Priority 1
Expert Verbiage Priority 2
Expert Verbiage Priority 2
Expert Verbiage Priority 2
Long Tail Priority 1
Long Tail Priority 1
Long Tail Priority 1
Long Tail Priority 1
Likely Expert Verbiage
Likely Expert Verbiage

The recommended action columns are color coded pink for easy identification.

Possible Comments for the Keyword Strategy Column include:

1. Parent Theme or Synonym; Keyword Priority 1
 2. [Keyword Priority 1](#)
 3. [Keyword Priority 2](#)
 4. [Keyword Priority 3](#)
 5. [Expert Verbiage Priority 1](#)
 6. [Expert Verbiage Priority 2](#)
 7. [Long Tail Priority 1.](#)
 8. [LongTail Priority 2.](#)
 9. [Long Tail Priority 3.](#)
 10. [Long Tail Priority 4.](#)
 11. [Likely Expert Verbiage](#)
 12. [Research before use: Possible Expert Verbiage](#)
-

Expert Verbiage Priority 1-2

This covers the Keyword Strategy Column Recommendation:
Expert Verbiage Priority 1-2

Keywords with this recommendation are to be used within your website. Priority 1 is higher than Priority 2.

Expert Verbiage is highly specialized vocabulary. For example, if your Parent Theme is "skydiving", then "reserve static line" is an Expert Verbiage keyword because it is a statistically improbable phrase which relates specifically to "skydiving."

These should be used in addition to keywords representing synonymic diversity.

Long Tail Priority 1-4

This section covers the Keyword Strategy Column Recommendation:

Long Tail; Priority 1/2/3/4

[Long Tail](#) keywords are usually germane to the topic or theme of your website.

The keywords in this category will include [long tail](#) keywords that are fairly germane to the theme of your website. We recommend that you always [research](#) these keywords by hand to make sure there are no [polysemous](#) terms among them, and that they are germane to your theme.

Be aware, when choosing long tails, that they contain the same synonyms recommended in keywords priority 1-3, so that keyword spamming does not become an issue on your site.

Likely Expert Verbiage

This section covers the Keyword Strategy Column recommendation:
Likely Expert Verbiage.

These keywords are usually a lower priority than those in the Expert Verbiage Priority 1-2.

They are likely to be Expert Verbiage.

Note:

Keywords in this category are sometimes awkward arrangements of words. If the keyword is an awkward phrase, rearrange it as required for content or tags.

Research Before Use

This section covers the Research Before Use: Possible Expert Verbiage Recommendation in the Keyword Strategy Column.

The search engines detect keyword spamming, or too much repetition of a keyword. The website that has expert verbiage will rank highly and will avoid the keyword spamming detection. However, we recommend that you [research](#) these keywords by hand to make sure there are no [polysemous](#) terms among them.

How to research the keyword:

You may click on the individual keyword in order to open a [Google Search Engine Results Page \(SERP\)](#) associated with the individual term. The Google SERPS returned include both [broad match](#) and [phrase match](#) SERPS. These pages will help you to research keywords for relevance to your website's theme or market.

For example:

Lets pretend that your Parent Theme is "cats".

The keyword phrase "benefits of cats claw" is excellent expert verbiage for a website about "alternative healing" and "herbology", but it is not ideal for a website about "cats". If you did

not know that "cats claw" is an herbal remedy and not the claws from a cat, you would not know that this term is polysemous.

Note: The more general your parent theme, the higher the probability there are polysemous terms within this category.

If your parent theme consists of two keywords, for example "cats claw", it is extremely unlikely that there will be a large number of polysemous terms in this category. Also, for parent themes that are very "specific" it is unusual that polysemous terms will appear in this category.

Important: Keywords in the category are sometimes awkward arrangements of words. If the keyword is an awkward phrase, rearrange it as required for content or tags.

Off-Site Promotions Column (Silo and Article levels only)

This section covers the Off-Site Promotions Column located on the [Zoom Analysis Screen](#):

The Off-Site Promotions column refers to off-site (not on your website) strategies and promotions. This column is designed to help you make basic promotional decisions about specific keywords, topics, articles and phrases.

Note: The Off-Site Promotions Column appears only for Silo and Article Level themes.

The recommended action columns are color coded pink for easy identification. The Off-Site Promotions Column Header is shown below:



For a general overview of Off-Site Website Promotions see [Appendix C: Offsite Promotions Overview](#).

The Off-Site Promotions suggestions are as follows, in order of priority:

1. [Top Priority Submit to Article Directories: PR HEADLINE: CREATE TAG: CREATE BLOG](#)
 2. [Top Priority Submit to Article Directories: PR HEADLINE: PR Anchor Text: CREATE TAG: CREATE BLOG](#)
 3. [Priority 1 Submit to Article Directories: Blog Article: Create Blog Category: Create Tag](#)
 4. [Priority 1 Submit to Article Directories: Blog Article: Create Tag](#)
 5. [Priority 2: Blog Article: Create Tag](#)
 6. [Priority 3: Blog Article: Create Tag](#)
 7. [Priority 4: Blog Article: Create Tag](#)
 8. [Blog Article priority 5](#)
-

Top Priority Submit to Article Directories - Headline

This section covers the Off-Site Promotions Column Definition:

Submit to Article Directories; PR HEADLINE; CREATE TAG; CREATE BLOG
Submit to Article Directories; PR HEADLINE; PR Anchor Text; CREATE TAG; CREATE BLOG

These two suggestions refer to Press Release Headline. The second includes PR Anchor Text as well. Both suggest that you may want to consider using this keyword within the Headline of your press release. The latter suggests that you may want to include it in the anchor text of the press release.

The "HEADLINE" status is usually given to the Parent Theme in order to place emphasis on your primary theme within your press release. You may or may not decide to do this.

The following suggestions indicate that you should engage in one or more of the following promotional activities using this keyword:

1. Create a Press Release (PR), with this keyword as the "PR HEADLINE".
2. Write an article with this keyword as the headline, and submit it to Article Directories.
3. Use this keyword as anchor text within a Press Release.
4. Create a Tag with the keyword.
5. Create a Blog dedicated to this keyword.

For an [Overview of Off-Site Promotions, see Appendix C.](#)

Priority 1 Submit to Article Directories-

This section covers the Off-Site Promotions Column Definition:

Priority 1 Submit to Article Directories; Blog Article; Create Blog Category; Create Tag

Priority 1 Submit to Article Directories; Blog Article; Create Tag

These suggestions indicates you should engage in one or more of the following promotional activities using this keyword:

- Submit this article to Article Directories

Typically you would want to modify the first and last paragraphs of the article and submit them to directories with inbound links pointing back to the silo landing page.

- Blog Article

This suggestion implies that the keyword scores "first priority" when it comes to being included in a blog entry within a theme blog. This does not mean create a blog or blog category for the term, although you may choose to upgrade the recommendation at your discretion. It simply means that it may be useful to include the term within a blog entry, and also within the entry title, in order to increase your website's Theme Density.

- Create Blog Category

The Create Blog Category suggests that you create a blog category in your blog for this keyword and use it to reference this article.

- Create Tag:

Create a Tag with this keyword.

Priority 2-5 Blog Article ; Create Tag

This section covers the Off-Site Promotions Column Suggestion on the Zoom Analysis Screen:

Priority 2 -5; Blog Article
Create Tag

The Priority 2-5; Blog Article, Create Tag suggestion is described below. All of the numbered "Blog Article; Create Tag" recommendations are lower priority than the "[Top Priority Submit to Article Directories; PR HEADLINE; CREATE TAG; CREATE BLOG](#)" recommendation.

- Blog Article priority 2-5:

This suggestion means that you should consider including this keyword in a blog entry within a theme blog. The priority of including this keyword in a blog is indicated by the number given in the phrase, "Priority __; Blog Article".

This does not mean create a blog or blog category for the term, although you may choose to upgrade the recommendation at your discretion. It simply means that it may be useful to include the term within a blog entry, and also within the entry title, in order to increase your website's Theme Density.

Priority 5 is the lowest priority Off-Site Promotions category because keywords in this category may not include your [Parent Theme](#) or one of [its synonyms](#). This lowers the Theme Density value of the keyword. Nevertheless, these keywords are worth reviewing because they may represent relevant and interesting topics. A keyword in this category may be a good topic of discussion in a theme blog, but it does not merit its own blog article.

- Create a tag, priority 2 -4

Create a tag with this keyword. The priority of creating a tag with this keyword is indicated by the number given in the phrase, "Priority __; Blog Article; Create Tag".

PPC Campaign Suggestion Column (Project, Silo and Article levels only)

This section covers the PPC (Pay Per Click) Campaign Suggestions Column located on the [Zoom Analysis Screen](#):



The [PPC](#) Campaign Suggestions column is designed to alert you to various keywords, and their associated parameters, that may help you effectively organize a Google AdWords campaign.

It is very helpful to have some previous experience managing and launching PPC campaigns outside of Theme Zoom. We will be providing you with PPC management courses as a part of

the [Perpetual Keyword Traffic Motion Machine](#).

It will be helpful for you to understand the various indicators in this column.

The PPC Campaign suggestions are as follows, in order of priority:

1. [MASSIVE TRAFFIC: Investigate theme relevancy](#)
2. [HIGH TRAFFIC: Low cost keyword with high traffic](#)
3. [Low cost keyword with some traffic](#)
4. [HIGH TRAFFIC: Drill down to find additional less expensive PPC terms](#)
5. [MARKET ALERT: Research Market for Natural Content: Drill down to find additional less expensive PPC terms](#)
6. [Research AdWords term - Drilldown to find additional less expensive PPC terms](#)
7. [VIRGIN TERRITORY.Priority1 \(or 2\): probationary AdWord, use ppc to analyze AdWords impressions](#)
8. [Penny AdWords priority 1](#)
9. [Penny AdWords priority 2](#)
10. [Penny AdWords priority 3](#)
10. [AdWords Candidate](#)

The recommended action columns are color coded pink for easy identification.

MASSIVE TRAFFIC: Investigate theme relevancy

This section covers the definition for PPC Campaign Suggestions Column:

Massive Traffic: Investigate theme relevancy

This means there are over 50 Clicks Per Day on the [PPC](#) search engines and hundreds of clicks per day on the natural search engines for this keyword. Before using this keyword, you should [research](#) it to make sure it is relevant to your theme. A high [TRI](#)[™] score also indicates a high theme relevancy.

HIGH TRAFFIC; Low cost keyword with high traffic

This section covers the definition for PPC Campaign Suggestions Column:

HIGH TRAFFIC; Low Cost Keyword with high traffic

This means there are over 6 Clicks Per Day on the [PPC](#) search engines and the Cost Per Click of the keyword is less than \$3.00. Keywords must also be quite relevant to the Parent Theme to receive this recommendation.

We consider low cost keywords to be any terms that have not exceeded \$3.00 per click

in the worst cost bid scenario. (i.e. \$100.00 dollars per click maximum bid).

Low cost keyword with some traffic

This section covers the definition for PPC Campaign Suggestions Column:

Low cost keyword with some traffic:

This recommendation is similar to the " HIGH TRAFFIC; Low cost keyword with high traffic " recommendation, but instead of requiring 8 Clicks Per Day, this recommendation only requires 2 Clicks Per Day on the PPC search engines.

Keywords must also be quite relevant to the Parent Theme to receive this recommendation.

HIGH TRAFFIC; Drill down

This section covers the definition for PPC Campaign Suggestions Column:

HIGH TRAFFIC; Drill down to find additional less expensive PPC terms

This recommendation appears when [Cost Per Click](#) is greater than \$2.00 and less than \$5.00 and the expected [Clicks Per Day](#) is greater than 6 on the [PPC](#) search engines. Keywords must also be quite relevant to the [Parent Theme](#) to receive this recommendation.

Keywords in this category are broad [PPC](#) terms. Research them with [Negative Match](#).

MARKET ALERT: Research Market

This section covers the definition for PPC Campaign Suggestions Column:

MARKET ALERT: Research Market for Natural Content; Drill down to find additional less expensive PPC terms

Keywords receive this recommendation when the [cost per click](#) is greater than \$5.00, which often indicates that there is something going on within the market associated with this keyword. These keywords may be investigated on price alone. This is especially true if the keyword contains your [Parent Theme](#) or one of its [synonyms](#), but it has not been given a high ranking in the [Content Strategy Column](#).

Keywords must also be quite relevant to the Parent Theme to receive this recommendation.

Research AdWords Term - Drill down to find additional less expensive PPC terms

This section covers the definition for PPC Campaign Suggestions Column:

Research AdWords Term - Drill down to find additional less expensive PPC terms

Keywords in this category are similar to those in the "[HIGH TRAFFIC; Drill down to find additional less expensive PPC terms](#)" category, except that they are not in high traffic terms. The [cost per click](#) for these keywords is between \$2.00 and \$5.00. Keywords must also be quite relevant to the [Parent Theme](#) to receive this recommendation.

VIRGIN TERRITORY

This section covers the following recommendations for PPC Campaign Suggestions Column:

VIRGIN TERRITORY, Priority 1; probationary AdWord, use ppc to analyze AdWords impressions

VIRGIN TERRITORY, Priority 2; probationary AdWord, use ppc to analyze AdWords impressions

What makes keywords with this recommendation unique is that they are not currently being bid on in the marketplace. There could be several reasons for this, including seasonal bid prices or products.

Priority 1 is more relevant to the Parent Theme than Priority 2.

When you find these, it is best to test them in a [pay per click](#) campaign after removing [negative matches](#) in the marketplace.

Impressions and sales conversions might tell you if these terms have zero bid cost for a good reason. You may also discover powerful uncharted territories for terms that have not yet been discovered by your competitors.

Penny AdWords priority 1-2-3

This section covers the definition for PPC Campaign Suggestions Column:

Penny AdWords priority 1:

This indicator appears for keywords that are inexpensive and should be tested first (priority 1) in a [pay per click](#) campaign.

Penny AdWords priority 2:

This indicator appears for keywords that are inexpensive and should be tested second (priority 2) in a pay per click campaign.

Penny AdWords priority 3:

This indicator appears for keywords that are inexpensive and should be tested third (priority 3) in a pay per click campaign.

The lower the priority the less relevant the keyword is to the parent theme.

For keywords in these categories, [click on the keyword](#) to observe quantity and topic of competing [PPC](#) ads.

AdWords Candidate

This section covers the definition for PPC Campaign Suggestions Column:

AdWords Candidate:

This is a low priority keyword that may be useful for a [PPC](#) campaign. You should however, carefully [research](#) the term before use.

Long Tail Colmns - Blue

Cost Per Click Tail (not in limited editions)

This section will cover the Cost Per Click (CPC) of the Tail column, one of the long tail columns, located on the [Zoom Analysis Screen](#):

This column is colored coded blue, as are all the long tail columns, and contains data only when the keyword is a Long Tail Keyword.

The Cost Per Click of the Tail column allows you to get a sense of the market value for the tail of a Long Tail keyword. The [Cost Per Click](#) columns tell you the cost you would pay each time someone clicks on an ad in the Sponsored Links section of the Google Search Engine, as a result of typing in that keyword on Google.

We supply the CPC for the Tail of a keyword to help you determine the value of a long tail when the long tail has no specific cost or traffic values of its own.

The estimated amount you would be charged by Google if you were the highest bidder for the term appears in the column. This is an approximation on the part of Google, because even the maximum bid (100.00 per click) does not always guarantee a number one position in the Pay Per Click queue.

The picture below shows the CPC Tail (Broad) Column.

The Long Tail Keyword columns have a background color of light blue so that their meaning is easily identified.

CPC Tail (Broad)	CPD Tail (Broad)	Market Convgnr
0.69	5.00	0.06 %
1.79	961.00	44.05 %
0.99	65.00	0.12 %
1.27	1687.00	4.23 %
0.00	0.00	5.06 %

Clicks Per Day Tail

This section covers the Clicks Per Day (CPD) of the Tail Column, one of the long tail columns, located on the [Zoom Analysis Screen](#).

This column is colored coded blue, as are all the long tail columns, and contains data only when the keyword is a Long Tail Keyword.

The [Clicks Per Day](#) columns display the estimated number of clicks you would expect to receive from Google AdWords if you were running a [PPC](#) campaign with Google, and you were the highest bidder.

This data is another useful way to gauge market value and overall traffic to a given longtail.

We supply the CPD for the Tail of a keyword to help you determine the value of a long tail when the long tail has no specific cost or traffic values of its own.

The Long Tail Keyword columns have a background color of light blue so that their meaning is easily identified.

The picture below shows the CPD Tail (Broad) column

CPC Tail (Broad)	CPD Tail (Broad)	Market Convgnc
0.69	5.00	0.06 %
1.79	961.00	44.05 %
0.99	65.00	0.12 %
1.27	1687.00	4.23 %
0.00	0.00	5.06 %

Market Convergence (not in limited editions)

This section covers the Market Convergence column, one of the long tail columns, located on the [Zoom Analysis Screen](#):

This column is colored coded blue, as are all the long tail columns, and contains data only when the keyword is a Long Tail Keyword.

The Market Convergence column came into existence due to the frustration of being faced with hundreds of long tails all having zero CPC and zero CPD. There needed to be a way to distinguish which long tails were more valuable than others without having to wade through them all by hand, one-by-one.

This is accomplished by pulling apart the components that make up a long tail keyword and examine their individual value.

This column and the Long Tail Index column are similar up to this point.

What the Market Convergence indicator does, is to distinguish tails that contain a market segment that is distinct from the "headword". For example, in the parent theme "Evening Primrose Oil", the long tail "evening primrose oil skin" contains a second market in the tail, namely "skin". This market is obviously quite distinct from the market segment of evening primrose oil.

Finding these converging markets can occur anywhere during your website design, but they are most helpful when found at the higher levels, as it may prove advantageous to incorporate these tails as a more central theme of your website.

The Long Tail Keyword columns have a background color of light blue so that their meaning is easily identified.

The picture below shows the Market Convergence column:

CPC Tail (Broad)	CPD Tail (Broad)	Market Convngnc
0.69	5.00	0.06 %
1.79	961.00	44.05 %
0.99	65.00	0.12 %
1.27	1687.00	4.23 %
0.00	0.00	5.06 %

Comments and Observations - Life Cycle Column - White

This section covers the Comments Column located on the [Zoom Analysis Screen](#):

The comments column is where additional comments are displayed. A comment is often an elaboration on the suggestion given in one of the other columns.

Intelligence Column

Under certain circumstances TZ will advise that "Competitor Nominated Silo – Drill Down (if appropriate)" be upgraded:

"Consider upgrading Article strategy to "topic or theme for content/article priority 2", regardless of TRI status."

Competitor's Swiped Keywords

When the keyword is swiped from one of your competitors and the keyword is a long tail, we alert you to this and give you a link that can be used for citation:

"Competitor's Long Tail contained in top X competitor's site(s) Top Competitor: **<The Link to your Competitor's Website!>**"

When the keyword is swiped from one of your competitors and the keyword is expert verbiage, we alert you to this and give you a link that can be used for citation:

"Competitor's Expert Verbiage or Theme contained in top X competitor's site(s) Top Competitor: **<The Link to your Competitor's Website!>**"

<input type="button" value="Check All"/>		<input type="button" value="Delete Checked"/>
	Keyword	Comments and Observations
<input type="checkbox"/>	air purifier review	Competitor's Long Tail Keyword contained in 3 of top competitor's site(s). link to top competitor
<input type="checkbox"/>	hepa air filter	Competitor's Expert Verbiage or Theme contained in 2 of top competitor's site(s). link to top competitor
<input type="checkbox"/>	hepa air cleaner	Competitor's Expert Verbiage or Theme contained in 5 of top competitor's site(s). link to top competitor

When the keyword is derived from analyzing themes on your competitor's site, we alert you to this and give you a link that can be used for citation:

"Keyword derived from competitor's themes. Competitor: **<The Link to your Competitor's Website!>**"

AdWords Column

When this advice is offered in the AdWords column: "HIGH TRAFFIC; Drill down to find additional less expensive PPC terms." this additional advice is given in the comments column:

"Broad PPC Term, Research Negative Match"

When this advice is offered in the AdWords column: "Penny AdWords priority X" this additional advice is given in the Comments column:

"Click on keyword to observe quantity and topic of competing PPC ads."

When this advice is offered in the AdWords column: "VIRGIN TERRITORY Priority (1 or 2), probationary AdWord, use ppc to analyze AdWords impressions" this additional advice is given in the comments column:

"See Topic in Users Manual (with an appropriate link)"

Miscellaneous:

When the keyword is one of your current themes we alert you:

'This keyword is already one of your themes'

When the keyword has a TRI Classification of "Tangent Theme" (TT) or "Theme subordinate to keyword" (TS) we offer this reminder:

"Beware, possible polysemous term"

We recommend, when the Keyword Strategy is one of the following,

- "Likely Expert Verbiage"
- "Research before use: Possible Expert Verbiage"
- "Long Tail Keyword"

If it's an awkward phrase, rearrange the keyword as required for content or tags.

Import Keyword Source - Life Cycle Column - White

This section covers the Import Keywords Source Column located on the [Zoom Analysis Screen](#):

The Import Source column denotes the source of keywords chosen during the import process. This is the source selected on the [Import Keyword Screen](#) when the keyword was imported.

The picture below shows the Import Keyword Source Column on the Zoom Analysis Screen.

Import Source	Import Comments
Weblog-File	My Imported Words-Monica
Weblog-File	My Imported Words-Monica
Weblog-File	My Imported Words-Monica
Weblog-File	My Imported Words-Monica
Weblog-File	My Imported Words-Monica
Weblog-File	My Imported Words-Monica
Weblog-File	My Imported Words-Monica

Import Keyword Comments - Life Cycle Column - White

This section covers the Import Comments Column located on the [Zoom Analysis Screen](#):

The import comments column is where comments about imported keywords are displayed. These are the comments entered on the [Import Keyword Screen](#) when this keyword was imported.

The picture below shows the Import Keywords Comments Column.

Import Source	Import Comments
Weblog-File	My Imported Words-Monica
Weblog-File	My Imported Words-Monica
Weblog-File	My Imported Words-Monica
Weblog-File	My Imported Words-Monica
Weblog-File	My Imported Words-Monica
Weblog-File	My Imported Words-Monica
Weblog-File	My Imported Words-Monica

Filter Zoom Analysis Screen

This section covers the Filter Zoom Analysis Screen.

Each of the Filter categories below are described in detail in their respective section of this manual. This section covers each item on the screen and provides the links to the section of the User's Manual where it is described.

For a general overview of Filtering, please see Appendix B: [Filter Function General Overview](#).

Default Filter Setting

Each time you do a Drilldown or Add New Theme, the Zoom Analysis Screen is displayed with the default Filter set to filter out keywords that have either no traffic or no cost in either Broad Match or Phrase Match categories. This alleviates having to wait for information related to keywords that have absolutely no cost or traffic. Only important keywords with a known track record are displayed. You may change this filter setting at any time.

Filter Settings Saved

Once you have set your desired filter settings, you may change the settings as much as you like. When you have finished setting the filters for a given parent theme, those settings are saved *for that parent theme*. The next time you view your list of related keywords on the Zoom Analysis Screen, the unique filter that you used will still be in place. You may change the filter settings at any time.

How to Use the Filter Function

To use the Filter Zoom Analysis Screen,

1. Click on the [Define Filter button](#), located on the [Zoom Analysis Screen](#)
2. Click on *Reset Entire Filter* button, (to change the filter settings)
3. Click either the *Display Only selected keywords* button, or the *Delete selected keywords* button.

Description of Filter Zoom Analysis Screen:

The top portion of the Filter Zoom Analysis Screen shows the following items:

Filter Zoom Analysis Header displays the name of the screen.

User's Manual Link displays the User's Manual at the Filter Zoom Analysis Screen (this page).

[Reset Entire Filter Button](#) Click on this link for a description of this button.

[Display ONLY selected keywords on Zoom Analysis Screen](#) click on this link for a description of this button.

[Delete selected Keywords from current Parent theme](#) click on this link for a description of this button.

Pass all selection criteria Message: "Only the keywords from the Zoom Analysis screen which pass ALL the selection criteria below will be selected for the action to be taken."

This warning message means that if you select too many filter options from too many Filter Categories, you may not see any keywords on the Zoom Analysis Screen when you click the *Display Only Selected Keywords* button.

A picture of the top portion of the Filter Zoom Analysis Screen is shown below:

Filter Zoom Analysis

[Users Manual - Filter Screen](#)

[Reset Entire Filter](#)

Please select keywords from the Zoom Analysis screen by setting any combination of the filter criteria below. Then choose "Display ONLY selected Keywords on Zoom Analysis screen" or "Delete selected Keywords from current Parent Theme."

[Display ONLY selected Keywords on Zoom Analysis screen](#)

[Delete selected Keywords from current Parent Theme](#)

**Only the keywords from the Zoom Analysis screen
which pass ALL the selection criteria below
will be selected for the action to be taken.**

The picture below shows the Filter Criteria Categories heading and the Parent Theme and Synonyms that you are currently filtering.

Filter Criteria Categories

Parent Theme and Synonyms: chocolate gifts, chocolates, gifts chocolate, chocolate candy, chocolate gift, chocolates gifts, chocola gift, gift chocolates, chocolate candy gift, chocolates cards, chocolate candy store, candy gift store, candy merchandise, chocolates items

The Filter Criteria Categories on the Filter Zoom Analysis Screen are described in each section below. Click on the link for a description of each category.

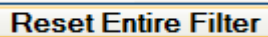
1. [Filter By Keyword](#)
2. [Filter by Longtail Keywords](#)
3. [Filter by Cost and Traffic](#)
4. [Filter by Data NOT Fetched](#)
5. [Filter Options Below This Line](#)
6. [Filter by Number of Competing Websites](#)
7. [Filter by TRI Index](#)
8. [Filter by TRI Categories](#)
9. [Filter by 5 Action Column Categories](#)
10. [Filter by Recommended Actions Blank](#)

Note: For a complete mock-view of the Filter Zoom Analysis Screen see [Filter Zoom Analysis Screen](#).

Reset Entire Filter

Regardless of how you plan to filter your keyword list, you should click the "Reset Entire Filter" button at the top of the Filter Zoom Analysis screen before defining your filter criteria.

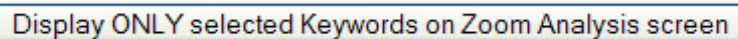
The only exception to this is when your next filter will be nearly the same as your previous filter.

A rectangular button with a yellow border and a black shadow, containing the text "Reset Entire Filter" in black.

Clicking this button makes absolutely sure that none of your previous filter settings are still in place. If there are some filter criteria "left over" from your previous filter, the Filter Zoom Analysis screen can appear to be malfunctioning when it is actually working correctly. This is a very common mistake, so please be sure to hit the "Reset Entire Filter" button each time you need a new filter!

Display Only Selected Keywords

This section covers the "Display ONLY selected Keywords on the Zoom Analysis Screen" button:

A rectangular button with a blue border and a black shadow, containing the text "Display ONLY selected Keywords on Zoom Analysis screen" in black.

Clicking this button will display on the [Zoom Analysis Screen](#), *only* the keywords which pass *all* of the Filter criteria you have set on the [Filter Zoom Analysis Screen](#).

Click on this button to apply the Filter criteria you've set on the Filter Zoom Analysis Screen.

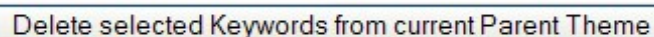
There are two of these buttons on the Filter Zoom Analysis Screen - one at the top and one at the bottom; both perform exactly the same function.

This button does *not* [delete keywords from your Parent Theme](#) - it only "hides" them, or temporarily "filters them out."

Important: Attempting to set a filter criteria that depends on data that is [not yet available on the Zoom Analysis Screen](#) will probably not yield the results you expect.

Delete Selected Keywords From Parent Theme

This section covers the "Delete selected Keywords from current Parent Theme" button found on the Filter Zoom Analysis Screen.

A rectangular button with a blue border and a black shadow, containing the text "Delete selected Keywords from current Parent Theme" in black.

This button will delete all keywords from your current [Parent Theme](#) that meet the filter criteria that you set on the [Filter Zoom Analysis Screen](#).

Before any keywords are actually deleted, the list of keywords which meet your filter criteria are displayed for your approval. Only after you approve the list for deletion, will the keywords be permanently deleted from your current Parent Theme. They will not be merely filtered out,

but *deleted*. (If you change your mind later and decide you want some of those keywords back, you can always [import](#) them back into your Parent Theme, or in the worst case, [drill](#) into the Parent Theme again.)

Important:

What you should do if you've set a Filter Criteria that defines a set of keywords you'd like to delete, and you've clicked on the "Delete selected Keywords from current Parent Theme" button; but then, when the list of keywords that meet your Filter Criteria are displayed for your approval for deletion, you notice that there are *some* keywords in the list which you *don't* want to delete.

In this case, do the following:

1. Answer "No" to the question, "Ok to delete the following Keywords ?"
2. Click "[Define Filter](#)" to go back to the Filter Zoom Analysis Screen, where your Filter Criteria should still be intact.
3. Without changing your Filter Criteria, click on Display ONLY selected Keywords on Zoom Analysis screen
4. On the [Zoom Analysis Screen](#), click the "Check All" button, located just above the Keyword column.
5. Uncheck the check boxes for the keywords you do *not* want to delete.
6. Click on the "Delete Checked" button, located just above the Keyword column.

Example 1:

If after [resetting your entire filter](#) you select [Phrase Match Cost Per Click](#) is *less than 1* and [Broad Match Cost Per Click](#) is *less than 1* it will look like this:

Phrase Match Cost Per Click is less than	<input type="text" value="1"/>
Phrase Match Clicks Per Day is less than	<input type="text"/>
Broad Match Cost Per Click is less than	<input type="text" value="1"/>
Broad Match Clicks Per Day is less than	<input type="text"/>

If you then click "Delete selected Keywords from current Parent Theme", all keywords that have a Phrase Match [cost per click](#) of less than 1, *and* a Broad Match cost per click of less than 1, will be displayed for deletion approval.

Example 2:

If you decide that all the keywords related to some of your [chosen synonyms](#) have zero market value, then you may want to do a "bulk" delete of all those keywords. Let's say you drilled into the Parent Theme of "tweety bird" and chose "looney tunes", "tweety birds", "tweety bird looney tunes", and "looney tunes tweety bird" as your synonyms. Then later, you decided that keywords related to "looney tunes" and keywords related to "tweety birds" had no market value. You could delete them all as follows:

The Parent Theme and Synonyms display is located directly below the Filter Criteria Categories header on the [Filter Zoom Analysis Screen](#):

Filter Criteria Categories

Parent Theme and Synonyms: tweety bird, looney tunes, tweety birds, tweety bird looney tunes, looney tunes tweety bird

If you wanted to delete all the keywords on the Zoom Analysis Screen that contained the phrase "looney tunes" or the phrase "tweety birds" you could copy and paste these terms from the Synonyms list into the "Keyword contains ANY of the following comma-separated words" field:

Keyword contains ANY of the following comma-separated words:

Then, to permanently delete all of these keywords from the Zoom Analysis Screen you select the "Delete selected Keywords from current Parent Theme" button:

Keyword Contains Any Comma-Separated Character Strings

This section covers the filters:

"Keyword contains ANY of the following comma-separated character strings" on the Filter Zoom Analysis Screen.

This function will select all keywords that contain ANY of the character strings listed in the text box, where the character strings listed in the text box are delineated by commas.

All keywords will be returned that contain these character strings as either whole words or parts of words.

The % can be used as a wildcard character.

For Example:

In the picture below we use the character strings "chocolates, candy, gift". This will match keywords that are an exact match like "candy" or a partial phrase match like "candy cane" or a partial word match like "candygram".

Wildcard Feature:

Using a string such as "candy%cane" (without the quotes) will match against any keyword that contains candy and cane in that order so "candycane" will be returned, as will "candy cane" and "candy striped cane". For more details on how to use the wildcard function see [Filter by Wildcard](#).

Filter by Keyword

NOTE: The "%" character can be used as a wildcard in the following 3 keyword-related filters. See [Users Manual - wildcard](#) for details.

Keyword contains ANY of the following comma-separated **character strings**:

To use this filter,

1. Enter the character strings, separated by commas, and
2. Click on the [Display Only Selected Keywords](#) button.

The only keywords displayed would be keywords that included the phrase, "chocolates" OR the phrase, "candy" OR "gift".

For a complete mock-view of the Zoom Filter Analysis Screen visit:

[Filter Zoom Analysis Screen](#)

Keyword Contains Any Comma-Separated Words

This section covers the filters:

"Keyword contains ANY of the following comma-separated words" on the Filter Zoom Analysis Screen.

This function will select all keywords that contain ANY of the phrases listed in the text box, where the phrases listed in the text box are delineated by commas.

For Example:

Use the words "chocolates, candy, gift". This will match keywords that are an exact match like "candy" or a partial phrase match like "candy cane".

The keywords matched have to match the entire word typed into the box. In our example above "gifts" or "gifted" would not be returned.

Wildcards are not allowed with this filter.

To use this filter,

1. Enter the character strings, separated by commas, and
2. Click on the [Display Only Selected Keywords](#) button.

For a complete mock-view of the Zoom Filter Analysis Screen visit:

[Filter Zoom Analysis Screen](#)

* Keyword Contains All

This section covers the filter: "Keyword contains ALL of the following comma-separated character strings:" on the Filter Zoom Analysis Screen.

This function will select keywords that contain ALL of the phrases listed in the text box,

separated by commas.

For a keyword to be selected by this criterion, it does *not* have to contain all of the comma-separated character strings *in the order they are listed in the text box*. The order in which the comma-separated character strings are listed is irrelevant.

For example:

This filter is often used when you want to filter your Zoom Analysis Screen to contain very specific [headwords](#). For example, if you were focused on "chocolate" and "candy" you may decide that you wish to display every keyword of any length that contains both the word, "chocolate" and the word, "candy":

The picture below shows the Filter By Keyword section of the Filter Zoom Analysis Screen.

Filter by Keyword

NOTE: The "%" character can be used as a wildcard in the following 3 keyword-related filters. See [Users Manual - wildcard](#) for details.

Keyword contains ANY of the following comma-separated **character strings**:

Keyword contains ALL of the following comma-separated **character strings**:

Keyword does NOT contain any of the following comma-separated **character strings**:

To use the Filter by Keyword filter,

1. Enter the words separated by commas, and
2. Click on the [Display Only Selected Keywords](#) button.

The keywords that include the word, "chocolates" AND the word, "candy" appear. If a keyword did NOT contain both of these two words, it would not appear on the Zoom Analysis Screen.

You will see keywords such as:

"chocolate gum candy"
"mint chocolate candy"
"chocolate candy bunny"
"candy chocolate mint"

You will NOT see keywords such as:

"chocolate"
"candy"
"candy bunny"
"mint chocolate".

* Keyword Does NOT Contain Any Comma-Separated Character Strings

This section covers the filter "Keyword does NOT contain any of the following comma-separated character strings:", on the Filter Zoom Analysis Screen.

This function is used when you are trying to filter out keywords that do not apply to your market.

This filter selects from the Zoom Analysis Screen, keywords that do NOT contain any of the phrases listed in the text box, where the phrases listed in the text box are separated by commas.

To use the "Keyword Does NOT Contain" filter,

1. Enter the words, in the "Keyword Does NOT contains ALL of the following comma-separated character strings:" text box, and
2. Click on [Display Only Selected Keywords](#) .

The picture below shows the Filter by Keyword Section of the Filter Zoom Analysis Screen.

For example:

Let's say you want to exclude only those keywords that contain the words 'chocolate' and 'candy'. Enter the words, chocolate and candy in the "Keyword contains ALL of the following comma-separated character strings" as shown in the picture above.

The Zoom Analysis Screen displays the following keywords:

"chocolate candy"
"chocolate candy bunny"
"chocolate candy gumballs"
"chocolate candy prices"

Then you want to filter out any phrases with "gumballs",

1. Enter the character string: gumballs in the "Keyword does NOT contain any of the following comma-separated words:" as in the picture below and
2. Click on [Display Only Selected Keywords](#) .

Filter by Keyword

NOTE: The "%" character can be used as a wildcard in the following 3 keyword-related filters. See [Users Manual - wildcard](#) for details.

Keyword contains ANY of the following comma-separated **character strings**:

Keyword contains ALL of the following comma-separated **character strings**:

Keyword does NOT contain any of the following comma-separated **character strings**:

The following keywords display on the Zoom Analysis Screen:

"chocolate candy gum"
"chocolate candy prices"
"chocolate candy bunny"
"chocolate candy"

No keywords with the character string: gumballs appears.

Keyword Does NOT Contain Any Comma-Separated Words

This section covers the filter "Keyword does NOT contain any of the following comma-separated character strings:", on the Filter Zoom Analysis Screen.

This function is used when you are trying to filter out keywords that do not apply to your market.

This filter selects from the Zoom Analysis Screen, keywords that do NOT contain any of the phrases listed in the text box, where the phrases listed in the text box are separated by commas.

To use the "Keyword Does NOT Contain" filter,

1. Enter the words, in the "Keyword contains ALL of the following comma-separated character strings:" text box, and
2. Click on [Display Only Selected Keywords](#) .

The picture below shows the Filter by Keyword Section of the Filter Zoom Analysis Screen.

Filter by Keyword

NOTE: The "%" character can be used as a wildcard in the following 3 keyword-related filters. See [Users Manual - wildcard](#) for details.

Keyword contains ANY of the following comma-separated **character strings**:

Keyword contains ALL of the following comma-separated **character strings**:

Keyword does NOT contain any of the following comma-separated **character strings**:

For example:

Let's say you want to view only those keywords that contain the words "chocolate" and "candy". Enter the words, "chocolate" and "candy" in the "Keyword contains ALL of the following comma-separated character strings" as shown in the picture above.

The Zoom Analysis Screen displays the following keywords:

"chocolate candy"
"chocolate candy bunny"
"chocolate candy gumballs"
"chocolate candy prices"

Then you want to filter out any phrases with "gumballs",

1. Enter the character string: gumballs in the "Keyword does NOT contain any of the following comma-separated words:" as in the picture below and
2. Click on [Display Only Selected Keywords](#) .

Filter by Keyword

NOTE: The "%" character can be used as a wildcard in the following 3 keyword-related filters. See [Users Manual - wildcard](#) for details.

Keyword contains ANY of the following comma-separated **character strings**:

Keyword contains ALL of the following comma-separated **character strings**:

Keyword does NOT contain any of the following comma-separated **character strings**:

The following keywords display on the Zoom Analysis Screen:

"chocolate candy gum"
"chocolate candy prices"
"chocolate candy bunny"
"chocolate candy"

No keywords with the character string: gumballs appears.

Filter By Wildcard

This section covers the "Filter by Wildcard" function on the Filter Zoom Analysis Screen:

The wildcard character is used in the *Keyword contains ANY* and *Keyword DOES NOT contain* text boxes on the Filter Zoom Analysis Screen.

Use of the wildcard character is described using the three examples below:

Example #1:

Perhaps you want to display all keywords that contain three phrases, but do not want to require that the three phrases be joined together with no characters between them.

For example, you have the theme "tshirt design" on your Zoom Analysis Screen, and you want to select all keywords which contain the phrase, "men", and the phrase, "t", and the phrase, "shirt". You want the keyword to contain *all three* of those phrases, *in that order*, but you *don't* want to require that the three phrases be joined together with no characters between them. In other words, you want to display as many keywords as possible with those three phrases.

- Enter the character string as shown in the text box below:

Filter by Keyword

NOTE: The "%" character can be used as a wildcard in the following 3 keyword-related filters. See [Users Manual - wildcard](#) for details.

Keyword contains ANY of the following comma-separated **character strings**:

Keyword contains ALL of the following comma-separated **character strings**:

Keyword does NOT contain any of the following comma-separated **character strings**:

The following keywords would display: "men", followed by a string of zero or more characters of any kind, followed by "t", followed by another string of zero or more characters of any kind, followed by "shirt".

Result:

This will select keywords like: "mens t shirts", "womens tshirt", "womens tee shirts", "womens t shirt design", "anti establishment t shirts", etc... (The last one is selected because "anti establishment" contains "men".)

Example #2:

You have the theme "bicycle" on your Zoom Analysis Screen, and you want to select all keywords which contain the word "cycle" in the second, or third, or fourth (or more) word of

the keyword phrase.

- Enter the character string as shown in the text box below:

Filter by Keyword

NOTE: The "%" character can be used as a wildcard in the following 3 keyword-related filters. See [Users Manual - wildcard](#) for details.

Keyword contains ANY of the following comma-separated **character strings**:

This will display keywords like: "motor cycle helmets", "used motor cycles", "3 wheel cycle", "benefit of recumbent cycle", etc . . .

This sequence of "% cycle" defines a pattern that the keywords must match to be selected. *Only* the keywords which match that pattern will be selected. That is, the first characters of the keyword can be anything (matched by the wildcard, "%"), then there must be a space, and finally there must be the word, "cycle".

Example #3:

You want to narrow the list of selected keywords to include *only* those which contain the word "cycle" in the *second* word of the keyword, but not in the later words of the keyword .

In the "*Keyword does NOT contain...*" textbox, add the following criterion to your existing filter.

- Enter the character string as shown below:

Filter by Keyword

NOTE: The "%" character can be used as a wildcard in the following 3 keyword-related filters. See [Users Manual - wildcard](#) for details.

Keyword contains ANY of the following comma-separated **character strings**:

Keyword contains ALL of the following comma-separated **character strings**:

Keyword does NOT contain any of the following comma-separated **character strings**:

This pattern, "% % cycle" matches keywords which start with a string of any characters (first "%"), followed by a space character, followed by another string of any characters, (second "%"), followed by another space character, followed by the word, "cycle".

So, this pattern effectively matches all keywords containing "cycle" in the third, fourth, fifth, etc. word of the keyword. But, since this pattern is part of the "Keyword does NOT contain..." criterion, the result is to *exclude* all keywords containing "cycle" in the third, fourth, fifth, etc. word of the keyword.

The final result after combining the effects of both of the above filter criteria (i.e. "Keyword contains ANY..." and "Keyword does NOT contain any..."), is to select only keywords like: "motor cycle helmets", "motor cycles for sale", "2005 cycle reviews", etc.

Filter by Marked For Blueprint

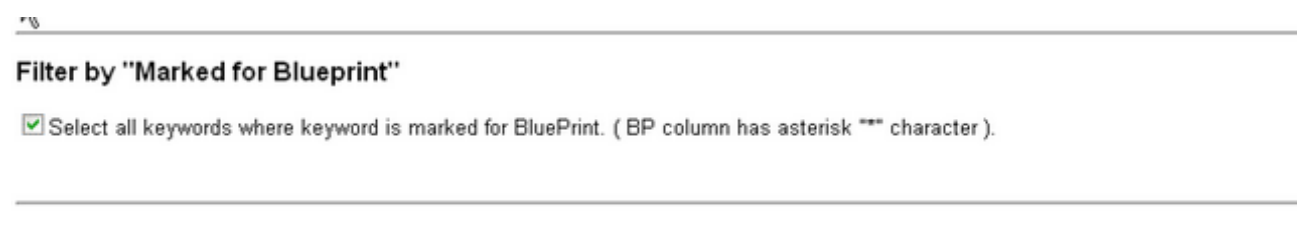
This section covers the "Filter by Marked For Blueprint" Filter Category on the Filter Zoom Analysis Screen.

See this section for a description of the [Blueprint Column](#) on the Zoom Analysis Screen.

The purpose of the "Filter by Marked For Blueprint" category is to allow you to select only those keywords that have been marked for blueprint. This is useful when you want to view only those keywords. You can also use this function to view those keywords that will be exported to a .CSV file.

The following picture shows the Filter by "Marked for Blueprint" section on the Filter Zoom Analysis Screen:

- Check the checkbox to select only those keywords that are marked for BluePrint.



Filter by Import Type and Source

This section covers the Filter by Import Type and Source on the Filter Zoom Analysis Screen.

The Filter by Import Type and Source allows you to filter keywords that were imported into Theme Zoom using the [Import Keywords Button and Screen](#).

You can filter by Import Type or by Import Source or both. Only those keywords selected will appear on the Zoom Analysis Screen.

The Import Type defines the type of Keyword to specify. You may select any number of Keyword Types. The definitions of these keyword types are in the [Import Keywords Button and Screen](#) section.

The Import Source allows you to filter by the Source you used to Import Keywords from. A list of possible choices are provided. You may select any number of sources.

The picture below shows the Filter by Import Type and Source on the Filter Zoom Analysis Screen:

Filter by Import Type and Source

Import Type - multiple selection accepted:

☒ Exotic ☐ Contextual ☐ Effective ☐ PPC ☐ Money ☐ Swiped ☐ Client ☐ Site-Search

Import Source - multiple selection accepted:

☐ Wordtracker ☐ Keyword Discovery ☒ Keyword Elite ☐ HexaClick ☐ Keyword Country ☐
Keyword Localiser ☐ Keyword Locator ☐ Keywords Analyzer ☐ Keyword Intelligence ☐ Keyword
Companion ☐ Rapid Keyword ☐ Hitwise ☐ Nichebot ☐ Google Suggestions ☐ Overture
Suggestions ☐ AdGooroo ☐ The Dowser ☐ SBI Keywords ☐ WebCEO ☐ Weblog-File ☐ Other

Filter by Long Tail Keywords

This section covers the "Filter by [Long Tail Keywords](#) " on the Filter Zoom Analysis Screen.

When you are in the later phases of your website development, and looking for content for articles, you will be more interested in "[expert verbiage](#)" and "[long tail keywords](#)" than when you are still deciding on the parent theme and silos.

The purpose of the Filter by Long Tail Keywords to select Long Tail keywords for a given Parent theme and to specify how you want them to display. You can choose which keywords to display in terms of the number of words they contain.

In order to provide Long Tail keywords that will be "on topic" when writing content for articles, you can extract Long Tail keywords from the parent theme and its synonyms of the silo above the article level.

The following picture shows the "Filter by Long Tail Keywords" section of the Filter Zoom Analysis Screen:

Filter by Long Tail Keywords

☒ Select all Long Tail Keywords.

☐ Select all keywords which are NOT Long Tail Keywords.

Keyword contains *at least* this many words:

☒ 1 word ☐ 2 words ☐ 3 words ☐ 4 words ☐ 5 words ☐ 6 words ☐ 7 words

Keyword contains *no more than* this many words:

☐ 1 word ☐ 2 words ☐ 3 words ☐ 4 words ☐ 5 words ☐ 6 words ☒ unlimited

Checkboxes

- Select all Long Tail Keywords

Check this checkbox when you want to view all long tail keywords for the parent theme.

- Select all Keywords which are NOT Long Tail Keywords.

Check this checkbox when you want to view only those keywords that are not long tail for the parent theme.

The Keyword contains at least this many words....and Keyword contains no more than...

1. Click on the button to the left of the number, and
2. Click on the [Display Only Selected Keywords Button](#) .

For example, let's say you have a Parent Theme called "coloring". You want to see only keywords that contain *at least* 4 words AND *no more than* 5 words.

1. Click on keyword contains *at least* 4 words.
2. Then, click on Keyword contains *no more than* 5 words.

In the above example, the Zoom Analysis Screen would display the following keywords:

"precious moments coloring pages"
"coloring pages for kids"
"my little pony coloring pages"

But the Zoom Analysis Screen would *not* display words like:

"coloring book"
"looney tunes tweety bird coloring book"

Article Level of Analysis

When you are at the Article level of analysis, you will want to extract Long Tail keywords that are tightly tied to the silo parent theme for the article. In the "Filter by Long Tail" section, and

1. Check Show all Long Tail Keywords.

Long Tail keywords that contain the headword from the silo above the article's parent theme will appear. The purpose of this feature is to display words that are tightly tied to the silo' parent theme.

For example,

The parent theme of the article is "chocolate truffles", and the Theme Level is Article, as shown in the picture below:

ZOOM Analysis

Current Parent Theme:

chocolate truffles ▼

Change Parent Theme

Theme Level: article

The parent theme of the silo above this article level is "dark chocolate". The keyword "dark chocolate" does not appear in the list of synonyms for the parent theme. However, because "dark chocolate" is the parent theme of the silo that this article is subordinate to, the list of Long Tail keywords includes keywords with "dark chocolate" as the headword.

The picture below shows the example described above. You will see the keyword list contains those keywords containing the words, "dark" and "chocolate". In the Tail column, it shows the "tail" portion of the keyword.

§

Parent Theme and Synonyms:

chocolate truffles, chocolate truffle, chocolates truffles, candy truffles, truffles truffle, **chocolates**, **chocolate** **candy**

Pink synonyms used for Keyword Generation Only.

ZO

Current

chocol

Change

Theme

Check All		Delete Checked		Displayed Keywords: 3	
	Keyword	BP	Type	Tail	E
<input type="checkbox"/>	chocolate dark recipe truffles		Exotic	recipe truffles	
<input type="checkbox"/>	chocolate dark truffles		Exotic	truffles	
<input type="checkbox"/>	dark chocolate hot cocoa		Swiped	hot cocoa	

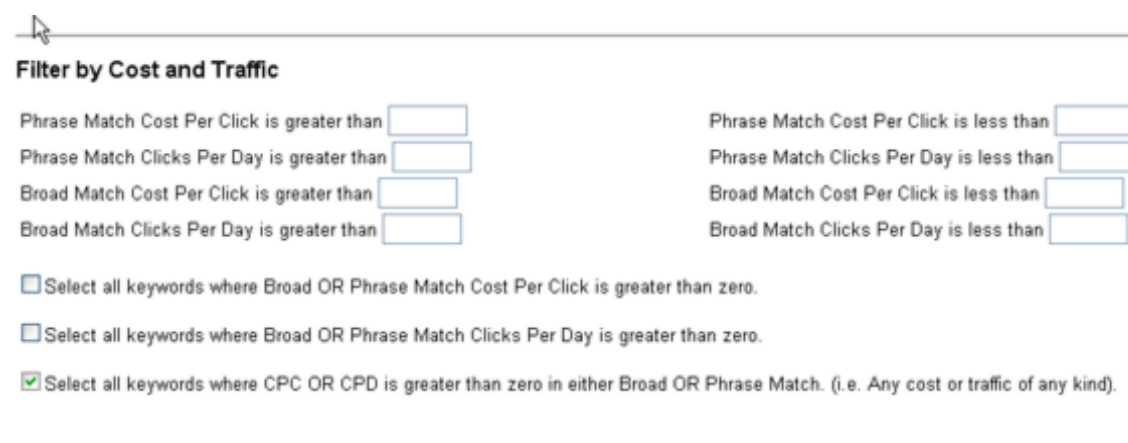
Filter by Cost and Traffic

This section covers the "Filter by Cost and Traffic" Category on the Filter Zoom Analysis Screen.

The "Filter by Cost and Traffic" is used when you want to filter out those keywords that are above or below a certain Cost Per Click (CPC), and a certain traffic or Clicks Per Day (CPD).

The default setting is to filter all keywords with no cost or traffic .

The "Filter by Cost and Traffic" on the Filter Zoom Analysis Screen with the default setting is shown below:



Filter by Cost and Traffic

Phrase Match Cost Per Click is greater than <input type="text"/>	Phrase Match Cost Per Click is less than <input type="text"/>
Phrase Match Clicks Per Day is greater than <input type="text"/>	Phrase Match Clicks Per Day is less than <input type="text"/>
Broad Match Cost Per Click is greater than <input type="text"/>	Broad Match Cost Per Click is less than <input type="text"/>
Broad Match Clicks Per Day is greater than <input type="text"/>	Broad Match Clicks Per Day is less than <input type="text"/>

☐ Select all keywords where Broad OR Phrase Match Cost Per Click is greater than zero.

☐ Select all keywords where Broad OR Phrase Match Clicks Per Day is greater than zero.

☒ Select all keywords where CPC OR CPD is greater than zero in either Broad OR Phrase Match. (i.e. Any cost or traffic of any kind).

One or more Filter Criteria can be entered in the provided fields:

- Broad and Phrase Match Cost Per Day (Cost), entered in dollars (no dollar signs).
- Broad and Phrase Match Clicks Per Day (Traffic), entered in number of clicks.

The following three checkboxes can be used to simplify the "Filter by Cost and Traffic" specification.

- Select all keywords where Broad OR Phrase Match Cost Per Click (CPC) is greater than zero.
- Select all keywords where Broad OR Phrase Match Clicks Per Day (CPD) is greater than zero.
- Select all keywords where CPC or CPD is greater than zero in either Broad OR Phrase Match, i.e. Any Cost or Traffic of any kind.)

To use the Filter by Cost and Traffic:

1. Enter the numbers in the appropriate fields, and
2. Click the [Display Only Selected Keywords Button](#).

For Example:

If you want to display *only* Keywords that have more than 50 Clicks Per Day for Broad and Phrase Match, AND Phrase Match Cost Per Click is less than 10.00 dollars. You would enter those amounts in the appropriate textboxes as shown below:



Filter by Cost and Traffic

Phrase Match Cost Per Click is greater than

Phrase Match Clicks Per Day is greater than

Broad Match Cost Per Click is greater than

Broad Match Clicks Per Day is greater than

Phrase Match Cost Per Click is less than

Phrase Match Clicks Per Day is less than

Broad Match Cost Per Click is less than

Broad Match Clicks Per Day is less than

- ☐ Select all keywords where Broad OR Phrase Match Cost Per Click is greater than zero.
 - ☐ Select all keywords where Broad OR Phrase Match Clicks Per Day is greater than zero.
 - ☐ Select all keywords where CPC OR CPD is greater than zero in either Broad OR Phrase Match. (i.e. Any cost or traffic of any kind).
-

Filter by Data NOT Fetched

This section covers the Filter by Data NOT Fetched:

When keywords are first displayed on the [Zoom Analysis Screen](#), either through [drilldown](#) or through [import](#), the column data is not filled in for *all* [Zoom Analysis Screen columns](#). This is done intentionally, as it can take quite some time to fill in the data for all the columns. (See [Get Remaining Data](#) for more details.)

The "Filter by Data NOT Fetched" Filter criteria allows you to select all the keywords for which *all* column data has not been fetched, and display them by clicking on the [Display Only Selected Keywords](#) button. By using this function, you can see which keywords you still need to [Get Remaining Data](#) for.

Filter Criteria Categories *above* the [Filter Options Below This Line header](#) can be used *before* all column data has been fetched. But Filter Criteria Categories *below* this line can only be used *after* all column data has been fetched.

Filter by Data NOT Fetched

- ☐ Select all keywords where ALL column data has NOT been fetched.
-

Note: Theme Zoom will not retrieve data again for keywords which already have all column data filled in. You don't lose any time by rerunning the "[Get Remaining Data](#)" function on these keywords.

Note: Not every column will be filled in when data has been retrieved; only the TRI™ column will *always* be filled in.

This section covers the message on the Filter Zoom Analysis Screen, Filter Options Below This Line:

Data in the [Zoom Analysis Screen columns](#) from the "[Keyword](#)" column to the "[Broad Match CPD](#)" column (inclusive), are always available.

Data in the columns from the "[Number of Competing Websites](#)" column to the right, are *only* available *after* applying the "[Get Remaining Data](#)" function to the keywords. This is done intentionally, as it can take quite some time to fill in the data for all the columns. (See [Get Remaining Data](#) for more details.) To make this distinction clear on the [Filter Zoom Analysis Screen](#), we have created the following text divider:



Filter options below this line function ONLY when all column data has been fetched

The filter criteria above this text divider are meaningful prior to "[Get Remaining Data](#)".

The filter criteria below this text divider are only meaningful after you "[Get Remaining Data](#)".

For a complete mock-view of the Filter Zoom Analysis Screen see:

[Filter Zoom Analysis Screen](#)

Filter by Number of Competing Websites

This section covers the "Filter by Number of Competing Websites":

Note: This Filter Criteria is only meaningful for keywords which have ALL Zoom Analysis Screen column data filled in. You should do a Get Remaining Data on all keywords before using this function.

This function allows you to set filter criteria based on the number of competing websites for your keywords. The section of the Filter Zoom Analysis Screen where this function is used is shown below.

When performing a [Vertical Market Analysis Drilldown](#), you may take note of a certain threshold of competing websites that attract your attention. If you wish to filter by this criteria, simply type in the number of competing websites parameters you wish to view in the two fields provided: Number is greater than_____, and less than_____.

For example, say you want to see only the keywords with the following parameters:

Filter by Number of Competing Websites

Number of Competing Websites is greater than

Number of Competing Websites is less than

1. Enter the numbers in both fields.
2. Click the [Display Only Selected Keywords](#) button.

In this example, if you use the above filter settings, only keywords that have more than 500 *and* less than 1 million competing websites will display on the [Zoom Analysis Screen](#).

Another example:

Perhaps you want to target low competition keywords and phrases. You could enter the number of competing websites greater than 0 and less than 500. The keywords displayed would be only those that meet that criteria.

Filter by Number of Competing Websites

Number of Competing Websites is greater than Number of Competing Websites is less than

Filter by TRI™ Index

This section covers the Filter by [TRI Index/Co-occurrence Percent](#) and Market Share:

The TRI™ Index/Co-occurrence Percent Filter allows you to filter keywords based on the TRI™ Index/Co-occurrence Percent of your keywords and the [Market Share](#).

TRI™ stands for Theme Relevance Index or Co-occurrence Percent. It is an indicator of how closely related a keyword is to the current [Parent Theme](#).

Please refer to the following document for a full explanation of the Theme Relevance Index:

[TRI Categories Demystified](#)

The picture below shows the Filter by TRI Index/Co-occurrence Percent and Market Share section of the Filter Zoom Analysis Screen:

The screenshot shows a form titled "Filter by TRI™ Index/Co-occurrence Percent and Market Share". It contains four input fields arranged in two rows. The first row has two fields: "TRI™ Index/Co-occurrence Percent is greater than" followed by an empty text box, and "TRI™ Index/Co-occurrence Percent is less than" followed by an empty text box. The second row has two fields: "Market Share is greater than" followed by an empty text box and a percent sign, and "Market Share is less than" followed by an empty text box and a percent sign.

For example, you may wish to remove all keywords with a TRI™ Index/Co-occurrence Percent that is less than 50. You would

1. Enter the number 50 in the TRI Index/Co-occurrence Percent is less than_____ %, then
2. Click the Display Only Selected Keywords Button.

Important: After clicking the [Display Only Selected Keywords](#) button, this filter will return to

the [Zoom Analysis Screen](#), keywords with a TRI™ Index/Co-occurrence Percent less than 50, across all TRI categories.

Because of this, you will probably find that it is more helpful to be more specific in your Filter Criteria by also filtering by the [Filter by TRI Categories](#) criteria.

[This Filter Criteria is only meaningful for keywords which have ALL Zoom Analysis Screen column data filled in.](#)

Filter by TRI™ Categories

This section covers the "Filter by TRI™ Categories" filter on the Filter Zoom Analysis Screen:

[This Filter Criteria is only meaningful for keywords which have ALL Zoom Analysis Screen column data filled in.](#)

This filter can be used at any time during the architectural development process. During various phases of [silo architecture](#) development, you may decide to hunt for various TRI Categories for various reasons.

This filter allows you to target only the TRI Categories you wish to view. For information about TRI Categories, see [TRI Descriptions and Definitions](#).

The Filter by TRI Categories appears on the Filter Zoom Analysis Screen as shown below:

Filter by TRI™ Categories

☐ Select all keywords where the [Parent Theme is Subordinate to the Keyword.](#)
☐ Select all keywords where the [Keyword is a Tangent Theme.](#)
☐ Select all keywords where the [Keyword is either Theme Subordinate to Keyword OR Tangent Theme.](#)
☐ Select all keywords where the [Keyword is neither Theme Subordinate to Keyword NOR Tangent Theme.](#)

multiple selection accepted

☒ Parent Theme ☒ Parent Theme Synonym ☐ Market Category ☐ Market Segment ☐ Subtheme
☐ Niche ☐ Microniche ☐ Phrase ☐ Latent Market Category ☐ Latent Market Segment ☐ Latent Subtheme ☐ Latent Niche ☐ Latent Microniche ☐ Latent Phrase

Example:

You would like to view *only* the Parent Theme and the Parent Theme Synonyms on the Zoom Analysis Screen.

To do so:

1. Check the Parent Theme and Parent Theme Synonym TRI Categories and then
2. Click the [Display Only Selected Keywords](#) button.

When you do this, you will have only Blue Keywords returned to the Zoom Analysis Screen. Remember that the Parent Theme and the Parent Theme Synonyms always appear in blue on the Zoom Analysis Screen.

Check All		Delete Checked	
	Keyword	BP	
<input type="checkbox"/>	chocolates		
<input type="checkbox"/>	chocolate gift		
<input type="checkbox"/>	chocolate candy		

For a complete mock-view of the Filter Zoom Analysis Screen visit:

[Filter Zoom Analysis Screen](#)

Filter by 5 Recommended Action Column Categories

This section covers the "Filter by Five Recommended Action" Column Categories:

[This Filter Criteria is only meaningful for keywords which have ALL Zoom Analysis Screen column data filled in.](#)

This Filter Criteria Category allows you to filter by the following Five Recommended Action Columns found on the Zoom Analysis Screen. Each filter is covered in separate sections. Please click on the section you wish to view.

1. [Filter By Market Intelligence Comments Column](#)
2. [Filter By Article Strategy](#)
3. [Filter By Keyword Selection Strategy](#)
4. [Filter By Off-Site Promotions Strategy](#)
5. [Filter By PPC Campaign Suggestions](#)
6. [Filter By 5 Recommended Actions Columns Blank.](#)

For a complete mock-view of the Filter Zoom Analysis Screen visit:

[Filter Zoom Analysis Screen](#)

Filter By Market Intelligence

This section covers the Filter By "Market Intelligence" on the Filter Zoom Analysis Screen:

[This Filter Criteria is only meaningful for keywords which have ALL Zoom Analysis Screen column data filled in.](#)

The most common use of the "Market Intelligence" Filter is to filter for [Double](#), [Triple](#), and [Quadruple](#) nominated Theme/Silo/Topic/Keyword, to retrieve data that is appropriate for your website design.

The "Filter by Market Intelligence" section on the Filter Zoom Analysis Screen is shown below:

Filter by Five Recommended Action Column Categories

Market Intelligence - multiple selection accepted:

- ☒ QUAD Nominated Theme - TRI, Competitor, Traffic, PPC - Drill Down
- ☒ TRIPLE Nominated Theme - TRI, Traffic, PPC - Drill Down (if appropriate)
- ☒ TRIPLE Nominated Theme - TRI, Competitor, Traffic - Drill Down (if appropriate)
- ☒ TRIPLE Nominated Theme - TRI, Competitor, PPC - Drill Down (if appropriate)
- ☒ TRIPLE Nominated Theme - Competitor, Traffic, PPC - Drill Down (if appropriate)
- ☒ Double Nominated Theme - TRI, Competitor - Drill Down (if appropriate)
- ☒ Double Nominated Theme - PPC, Competitor - Drill Down (if appropriate)
- ☒ Double Nominated Theme - Traffic, Competitor - Drill Down (if appropriate)
- ☒ Double Nominated Theme - TRI, PPC - Drill Down (if appropriate)
- ☒ Double Nominated Theme - Traffic, PPC - Drill Down (if appropriate)
- ☒ Double Nominated Theme - TRI, Traffic - Drill Down (if appropriate)
- ☐ TRI Nominated Theme - Drill Down (if appropriate)
- ☐ PPC Nominated Theme - Drill Down (if appropriate)
- ☐ Traffic Nominated Theme - Drill Down (if appropriate)
- ☐ Competitor Nominated Theme - Drill Down (if appropriate)
- ☐ Drill into as a new VMAD

To use this filter:

1. Check the boxes next to these Theme Nomination Categories, and
2. Click on the button,

This will display on the Zoom Analysis Screen, *only* the keywords that have these specific nominations associated with them.

Filter By Article Strategy

This section covers the Filter By "Article Strategy" found on the Filter Zoom Analysis Screen.

[This Filter Criteria is only meaningful for keywords which have ALL Zoom Analysis Screen column data filled in.](#)

For general information regarding Article Strategy, see the [Article Strategy Column](#) of the "The 5 Recommended Actions" Column.

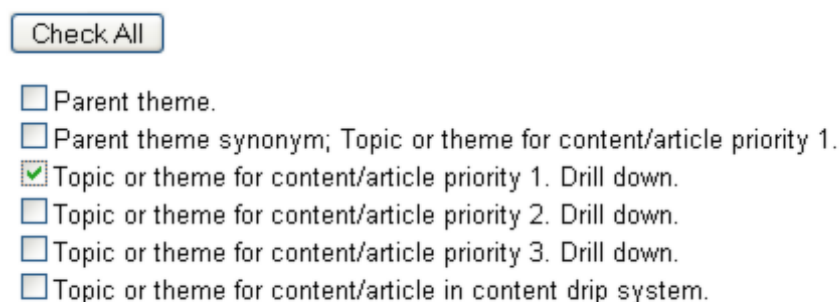
To use this filter:

The most common use of this filter is to show the themes to use for your articles. You would, for example, filter for Priority 1 articles, by doing the following:

1. Check Topic or Theme for content/article priority 1. Drill down.
2. Click on [Display Only Selected Keywords](#).

The picture below shows the Article Strategy Filter options:

Article Strategy - multiple selection accepted:



- ☐ Parent theme.
- ☐ Parent theme synonym; Topic or theme for content/article priority 1.
- ☒ Topic or theme for content/article priority 1. Drill down.
- ☐ Topic or theme for content/article priority 2. Drill down.
- ☐ Topic or theme for content/article priority 3. Drill down.
- ☐ Topic or theme for content/article in content drip system.

Note: You should use this filter for Themes for content/article Priority 1 *only* after you have decided on your website's [architecture](#), and then [drilled into](#) the main theme of your website, or the theme of one of its [silos](#) as your current [Parent Theme](#).

For example, if you have drilled into "cats" and have spent time analyzing this vertical market you may have decided that "cat breeders" is a silo that you wish to use. The next step is to drill into "cat breeders" and then filter for Priority 1 articles using this Filter Criteria Category.

Filter By Keyword Selection Strategy

This section covers the Filter By "Keyword Selection Strategy" found on the Filter Zoom Analysis Screen.

[This Filter Criteria is only meaningful for keywords which have ALL Zoom Analysis Screen column data filled in.](#)

For general information regarding Keyword Selection Strategy, see the [Keyword Selection Strategy Column](#) of the The 5 Recommended Actions Column.

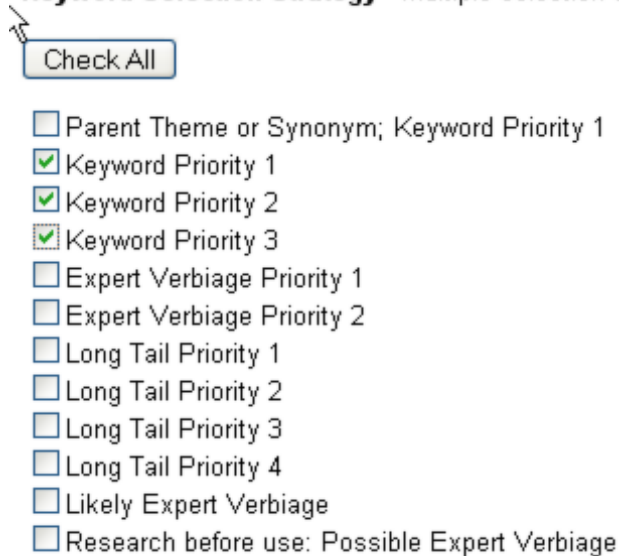
To use this filter:

The most common use of this filter is to show the keywords to use for your articles. You would, for example, filter for Priority 1, 2, and 3 keywords, by doing the following:

1. Check Keyword Priority 1/2/3. Drill down.
2. Click on the Display Only Selected Keywords button.

The picture below shows the Keyword Selection Strategy Filter options:

Keyword Selection Strategy - multiple selection accepted:



- ☐ Parent Theme or Synonym; Keyword Priority 1
- ☒ Keyword Priority 1
- ☒ Keyword Priority 2
- ☒ Keyword Priority 3
- ☐ Expert Verbiage Priority 1
- ☐ Expert Verbiage Priority 2
- ☐ Long Tail Priority 1
- ☐ Long Tail Priority 2
- ☐ Long Tail Priority 3
- ☐ Long Tail Priority 4
- ☐ Likely Expert Verbiage
- ☐ Research before use: Possible Expert Verbiage

Filter By Off-Site Promotions Strategy

This section covers the Filter by "Off-Site Promotions Strategy" on the Filter Zoom Analysis Screen:

[This Filter Criteria is only meaningful for keywords which have ALL Zoom Analysis Screen column data filled in.](#)

The Off-Site Promotions Strategy Filter options are shown below. These options are discussed in detail in the section called "[Off-Site Promotions Column](#)."

A general overview of Offsite Promotions is located in [Appendix C: Offsite Promotions](#)

[Overview.](#)

To use this filter:

1. Check the filter option you wish to use, and
2. Click on the [Display Only Selected Keywords](#) button.

The "Off-Site Promotions Strategy" filter appears on the Filter Zoom Analysis Screen as shown below:

Off-Site Promotions Strategy - multiple selection accepted:

- ☒ Top Priority Submit to Article Directories; PR HEADLINE; CREATE TAG; CREATE BLOG
- ☐ Top Priority Submit to Article Directories; PR HEADLINE; PR Anchor Text; CREATE TAG; CREATE BLOG
- ☐ Priority 1 Submit to Article Directories; Blog Article; Create Blog Category; Create Tag
- ☐ Priority 1 Submit to Article Directories; Blog Article; Create Tag
- ☐ Priority 2 Blog Article; Create Tag
- ☐ Priority 3 Blog Article; Create Tag
- ☐ Priority 4 Blog Article; Create Tag
- ☐ Blog Article Priority 5

Filter By PPC Campaign Suggestions

This section covers the Filter by "PPC Campaign Suggestions" on the Filter Zoom Analysis Screen.

[This Filter Criteria is only meaningful for keywords which have ALL Zoom Analysis Screen column data filled in.](#)

The "PPC Campaign Suggestions" Filter options can be used to view only those keywords that have these suggestions.

The "PPC Campaign Suggestions" Filter options are explained in detail in the section called [PPC Campaign Suggestions](#). The "PPC Campaign Suggestions" section of the Filter Zoom Analysis Screen is shown below:

To use this filter:

1. Check the appropriate box(es), and
2. Click the [Display Only Selected Keywords](#) button.

PPC Campaign Suggestions - multiple selection accepted:



Check All

- ☒ MASSIVE TRAFFIC: Investigate theme relevancy
 - ☒ HIGH TRAFFIC; Low cost keyword with high traffic
 - ☐ Low cost keyword with some traffic
 - ☐ HIGH TRAFFIC; Drill down to find additional less expensive PPC terms
 - ☐ MARKET ALERT: Research Market for Natural Content; Drill down to find additional less expensive PPC terms
 - ☐ Research AdWords term - Drill down to find additional less expensive PPC terms
 - ☐ VIRGIN TERRITORY Priority 1; probationary AdWord, use PPC to analyze AdWords impressions
 - ☐ VIRGIN TERRITORY Priority 2; probationary AdWord, use PPC to analyze AdWords impressions
 - ☐ Penny Adwords priority 1
 - ☐ Penny Adwords priority 2
 - ☐ Penny Adwords priority 3
 - ☐ Adwords Candidate
-

Filter by 5 Recommended Actions Column Blank

This section covers the "Filter by the Five Recommended Actions Columns Blank":

[This Filter Criteria is only meaningful for keywords which have ALL Zoom Analysis Screen column data filled in.](#)

Use this Filter Criteria when you want to filter out keywords which have NO recommendations in the 5 Recommended Actions columns. You may want to use this Filter Criteria to [select and delete them](#).

To use this filter:

1. Check the appropriate filter, and
2. Click on [Delete Selected Keywords from Parent Theme](#).

The "Filter by Five Recommended Action Columns Blank" section of the Filter Zoom Analysis Screen is shown below:



Filter by Five Recommended Action Columns Blank

- ☒ Select all keywords where ALL column data has been fetched AND the "Intelligence" column is blank.
 - ☒ Select all keywords where ALL column data has been fetched AND the "Article Strategy" column is blank.
 - ☒ Select all keywords where ALL column data has been fetched AND the "Keyword Selection Strategy" column is blank.
 - ☒ Select all keywords where ALL column data has been fetched AND the "Off-Site Promotions" column is blank.
 - ☒ Select all keywords where ALL column data has been fetched AND the "PPC Campaign Suggestions" column is blank.
-
-

Glossary

[A](#) | [B](#) | [C](#) | [D](#) | [E](#) | [F](#) | [G](#) | [H](#) | [I](#) | [J](#) | [K](#) | [L](#) | [M](#) | [N](#) | [O](#) | [P](#) | [Q](#) | [R](#) | [S](#) | [T](#) | [U](#) | [V](#) | [W](#) |

A

A/B Testing

See Content (A/B) Testing.

Admin Level

Google Analytics has two basic levels of access - View Reports Only and Account Administrator. Users with View Reports Only access can view their Profiles' reports and view and edit their own language preferences. All Account Administrators have complete administrative control of the system.

Apache

Apache is a free, open-source web server software system that is pervasive on UNIX, Linux, and similar operating system types. It is also available for Windows and other operating systems. Google Analytics' admin system is powered by a variant of Apache. For more information, see Apache.org.

Authentication

Technique by which access to the Internet or intranet resources requires the user to enter a username and password.

Average Page Depth

The average number of pages on a site that visitors view during a single session.

Average Response Value

The average revenue value of each click, calculated as total revenue divided by total clicks.

B

Bandwidth

The amount of data that can be transmitted along a communications channel in a fixed amount of time. For digital devices, the bandwidth is usually expressed in bits per second (bps) or bytes per second, where 1 byte = 8 bits.

Boolean search

A search allowing the inclusion or exclusion of documents containing certain words through the use of operators such as AND, NOT and OR.

Broad Match

In the context of performing a Search Engine query, a Broad Match query is simply a query phrase which does *not* have quotation marks ("") around it. Such a query does *not* require the webpages returned by the query to contain the exact phrase you typed in. In other words, it is a proximity-based search. This is in contrast to a [Phrase Match](#) query, which does require the webpages returned to contain the exact phrased queried.

In the context of placing an Ad in Google AdWords, Broad Match is the default AdWords option. If you include general keyword or keyword phrases, such as *tennis shoes*, in your

keyword list, your ads may appear when users search for *tennis* and *shoes*, in any order, and possibly along with other terms. For example, your ad may appear for the queries *buy tennis shoes* and *tennis sneakers* but not *tennis players*. Broad match ads may also appear on relevant variations of your keyword phrases and plurals, as well as some related keywords and phrases via Google's [expanded keyword matching technology](#).

Broad matches are often less targeted than exact or phrase matches. If you decide to use broad-matched keywords, we recommend you create keyword phrases containing at least two descriptive words each.

A note about expanded matching: The AdWords system continually monitors system-wide keyword performance and other relevance factors. This helps determine which expanded matches and variations are the most relevant to their searches.

Browsers

A browser, or more accurately, user agent, is the software used to access a website. Examples of user agents are "Explorer" (for Microsoft Internet Explorer), "Netscape" (for Netscape Navigator), and "Googlebot" (an automated robot that scours the web for website content to include in its search engine).

Bytes

A byte is a unit of information transferred over a network (or stored on a hard drive or in memory). Every web page, image, or other type of file is composed of some number of bytes. Large files, such as video clips, may be composed of millions of bytes ("megabytes"). Since website and server performance is heavily affected by the amount of bytes transferred, and web hosting providers often charge according to this measure, it is very important for site owners to be aware of and understand. One byte is equal to 8 bits where each bit is either a one or zero. Common terms incorporating the word "byte" are:

- Kilobytes - 1,024 bytes
- Megabyte - 1,048,576 bytes
- Gigabyte - 1,073,741,824 bytes

C

Cache

A temporary storage area that a web browser or service provider uses to store common pages and graphics that have been recently opened. The cache enables the browser to quickly reload pages and images that were recently viewed.

Campaign Tracking

There are five dimensions of campaign tracking; campaign, content, source, medium, and term.

- Content is the label for each version of an advertisement. The UTM variable for content, `utm_content`, indicates which version of a link the visitor clicked on to reach a web site - for example, `utm_content=graphic_version1a`.
- Source in the context of campaign tracking, a source is the origin of a referral. Examples of sources are the Google search engine, the AOL search engine, the name of a newsletter, or the name of a referring web site. The UTM variable for source is `utm_source`.
- Medium in the context of campaign tracking, medium indicates the means by which a visitor to a site received the link to that site. Examples of mediums are "organic" and "[cost-per-click](#)" in the case of search engine links, and "email" and "print" in the case of newsletters. The UTM variable for medium is `utm_medium`.
- Term in the context of campaign tracking, term refers to the keyword(s) that a visitor types into a search engine. The UTM variable for term is `utm_term`. Term is one of the five campaign dimensions; the other four are source, medium, content, and campaign.

CGI Script

A CGI script is a program written in one of several popular languages such as Perl, PHP, Python, etc., that can take input from a web page, do something with the data, and produce a customized result (among many other possible uses). CGI scripts are widely used to add dynamic behavior to websites and to process forms.

Click

In Google Analytics, a click refers to the process of moving from one page in a site to the next via clicking the mouse button on a hyperlink (a slightly narrower definition than normally used). In the Click Through report, the term Clicks is used to describe the movement from the "previous" page to the page being analyzed, and from there to the "next" page.

Click Through Rate (CTR)

The percentage of known impressions that result in clicks.

[Client Keywords](#)

Within the Theme Zoom proprietary keyword system, keywords that have been extracted from a subject matter expert or a business owner (client) are called client keywords.

CMS

A content management system (CMS) is a computer software system used to assist its users in the process of content management. CMS facilitates the organization, control, and publication of a large body of documents and other content, such as images and multimedia resources. A CMS often facilitates the collaborative creation of documents. A web content management system is a content management system with additional features to ease the tasks required to publish web content to Web sites. Web Content management systems are often used for storing, controlling, versioning and publishing industry-specific documentation such as news articles, operators' manuals, technical manuals, sales guides, and marketing brochures.

Code

Anything written in a language intended for computers to interpret.

Concept search

A search for documents related conceptually to a word, rather than specifically containing the

word itself.

Contact Name

This is the real name (generally speaking) of the user to whom you have given access to a particular Google Analytics report. The contact name can have spaces in it, and it is not case-sensitive.

Content (A/B) Testing

Testing the relative effectiveness of multiple versions of the same advertisement, or other content, in referring visitors to a site. Multiple versions of content can be uniquely identified by using a `utm_content` variable in the URL tag.

Content (Campaign Tracking)

Content is the label for each version of an advertisement. The UTM variable for content, `utm_content`, indicates which version of a link the visitor clicked on to reach a web site - for example, `utm_content=graphic_version1a`.

Content is one of the five dimensions of campaign tracking; the other four are source, medium, campaign, and term.

Content-targeted advertising

An advertising model in which the publisher displays related advertising and content together.

[Contextual Keywords](#)

Keywords and phrases that appear within the visible content of your website are known as contextual keywords within the Theme Zoom proprietary keyword system.

Conversion

A conversion is said to occur when a visitor completes an activity that you have identified as important. This activity could be a purchase, an email list registration, a download, or viewing an online presentation. When you sign up for Google Analytics, you have the opportunity to specify your goal pages -- pages that a visitor can only reach by completing a conversion activity. If you use Urchin Software, you set your goal pages within a profile.

Co-occurrence

Co-occurrence is a term used in calculating Latent Semantic Indexing, a mathematical formula that determines the relationship between words. Co-occurrence is when two words appear on the same document. There are different types of co-occurrence, or ways of measuring the appearance of these two words on a single document. Co-occurrence is tracked via a matrix of documents marked on one axis and word occurrences marked on another axis. This matrix is referred to as a term-document matrix.

Co-occurrence types

First-order co-occurrence matrix is the simple product of term-document matrix and its transpose. It concerns itself only with the fact that the term or keyword is contained within the document.

LSI co-occurrence involves Singular Value Decay based dimension reduction and is supposed to be semantically more precise. Multinomial (real) occurrence is used in the calculation of LSI co-occurrence.

Cookie

A small amount of text data given to a web browser by a web server. The data is stored and returned to the specific web server each time the browser requests a page from that server. The main purpose of cookies is to pass a unique identifier to the website so that the website can keep track of the user as they step through a website. For example, a protected site may store a temporary identifier in a cookie after you successfully log in, indicating that you are an authorized user.

The name cookie derives from UNIX objects called magic cookies. These are tokens that are attached to a user or program and change depending on the areas entered by the user or program. Cookies are also sometimes called persistent cookies because they typically stay in the browser for long periods of time.

Cost-Per-Click (CPC)

An advertising model in which the advertiser (sponsor) pays the publisher a certain amount each time the sponsor's ad is clicked. Also sometimes referred to as PPC (pay-per-click). See also [Broad Match](#) and [Phrase Match](#).

Clicks-Per-Day (CPD)

A measure of the traffic associated with a particular keyword in terms of the average number of times a sponsor's ad is clicked in a day, if the ad appears whenever that keyword is searched for. See also [Broad Match](#) and [Phrase Match](#).

Cron Job

A "cron job" is a scheduled task under a UNIX-type operating system. "cron" is a daemon, or program that is always running. Its function is similar to the Windows Scheduler.

CTR

The percentage of known impressions that result in clicks.

D

Daemon

A daemon is any program under a UNIX-type operating system that runs at all times. Common daemons are servers (such as Apache or an FTP server) and schedulers (such as "cron").

Date Range

Google Analytics's Date Range feature allows you to view report data by an arbitrary time frame, from one day up to more than a year. Most reports have the Date Range feature available.

Default Page

The default page setting should be set to whatever the default (or index) page is in your site's directories. Usually, this will be 'index.html', but on Windows IIS servers, it is often 'Default.htm' or 'index.htm'. This information allows Google Analytics to reconcile log entries such as 'http://www.example.com/' and 'http://www.example.com/index.html', which are in fact the same page. Without the Default Page information entered correctly, these would be reported as two distinct pages. Only a single default page should be specified.

Directory

A directory is a virtual container for holding computer files. It is not merely a list of items, as the name would imply, but rather a key building block of a computer's storage architecture that actually contains files or other directories.

DNS Lookup

(Reverse DNS Lookup) The process of converting a numeric IP address into a text name, for example, 63.212.171.4 is converted to www.googleanalytics.com.

Domain

A domain is a specific virtual area within the Internet, defined by the "top level" of the address or URL (Uniform Resource Locator). The top level is the end of the address; example: "whitehouse.gov". In this example, the top-level part of the domain is ".gov", indicating a US government entity. The "whitehouse" part is the second-level domain, indicating where within the ".gov" domain the information in question is to be found. Other common top-level domains include ".com", ".net", ".uk", etc.

Domain Name System

(DNS) An Internet addressing system that uses a group of names that are listed with dots (.) between them, working from the most specific to the most general group. In the United States, the top (most general) domains are network categories such as edu (education), com (commercial), and gov (government). In other countries, a two-letter abbreviation for the country is used, such as ca (Canada) and au (Australia).

Download

To retrieve a file or files from a remote machine to your local machine.

E

E-commerce

The buying and selling of goods and services, and the transfer of funds, through digital communications. Buying and selling over the internet, etc.

[Effective Keywords](#)

Keywords and phrases that appear within your web log files are called effective keywords within the Theme Zoom proprietary keyword system.

Encryption

The process of encoding information so that it is secure from other Internet users.

End User

The final user of the computer software. The end user is the individual who uses the product after it has been fully developed and marketed.

Error

Errors are defined as pages that visitors attempted to view, but that returned an error message instead. Often these errors occur because of broken links (links to pages that do not

exist anymore) or when an unauthorized visitor attempts to access restricted pages (for example, if the visitor does not have a password to access the page).

Error Code

Please see the definition of [Status Code](#).

Exact Match

If you surround your keywords in brackets-such as [*tennis shoes*], your ads will appear when users search for the specific phrase *tennis shoes*, in this order, and without any other terms in the query. For example, your ad won't show for the query *red tennis shoes*. Although you won't receive as many impressions with exact matching, you'll likely enjoy a higher click-through rate, because users searching for these terms are typically looking for exactly what you offer.

Exclude

"Exclude" is a filter type available in the Google Analytics Filters configuration. If an Exclude filter is applied to a Profile, all log file lines (hits) that match the Exclude string will be discarded prior to the creation of the corresponding Google Analytics reports.

[Exotic Keywords](#)

Keywords that have never before been utilized, tracked or tested are called "exotic keywords" within the Theme Zoom proprietary keyword system.

Expert Verbiage

Expert Verbiage is highly specialized vocabulary. For example, if your Parent Theme is "skydiving", then "reserve static line" is an Expert Verbiage keyword because it is a [statistically improbable phrase](#) which relates specifically to "skydiving."

F

FTP

(File Transfer Protocol) The basic method for copying a file from one computer to another through the Internet.

File Type

A File Type is a designation, usually in the form of an extension (such as .gif or .jpeg), given to a file to describe its function or the software that is required to act upon it. More generally, file types can be grouped into image file types (such as .gif, .png, .jpeg), text file types (such as .doc or .txt), and many others.

Filter

A filter is a text string or regular expression that is used to either exclude certain hits or only include certain hits from a Google Analytics report. Filters are commonly used to filter out certain content, such as internal company traffic or javascript libraries, or to set up special reports for only certain types of content, like a subsection of a web site.

Filter Field

A filter field is the number of the field on which to apply a filter. In a log file line, or hit, there are several distinct fields, each one holding a different piece of data. To apply a filter to a log file, you must first identify which field you wish to apply the filter to. This is the filter field.

Filter Name

The Filter Name is intended to be a descriptive title for a filter. It is used only as an organizational aid, and may contain spaces.

Filter Pattern

A Filter Pattern is the actual text string against which Google Analytics will attempt to match log file lines. If a match is found, the log line (or "hit") will be either excluded or included, depending on the Filter Type. Patterns can be specific text to match or use wildcards as part of a "regular expression". NOTE: Filter Patterns are case-sensitive, so to filter out the Googlebot spider, for instance, use "Googlebot", not "googlebot" (do not use quotes).

Filter Type

A filter must be of one of two filter types, either an Include (filter in), or Exclude (filter out). If an inclusive filter (Include) is used, only hits containing the filter string will be represented in the Google Analytics report. If an exclusive filter (Exclude) is used, no hits containing the filter string will be represented in the Google Analytics report.

Filter to Apply

The filter to apply is the actual text string to be used to either filter in or filter out content. The Filter to Apply can be either a plain text string or a regular expression.

Firewall

A security device placed on a LAN (local area network) to protect it from Internet intruders. This can be a special kind of hardware router, a piece of software, or both.

First Time Sessions

The number of times unique visitors came to your website during a specified time period, not having visited before that period. These visitors are identified by cookies.

First Time Unique Visitor

The number of Unique Visitors to your website that had not visited prior to the time frame being analyzed.

Form

In the context of the web, a form is a data-entry mechanism generally created out of HTML in conjunction with a CGI script. A form is usually a static HTML page that presents the visitor with blanks, or *fields*. Upon entering data into the fields, the form is submitted and a script of some sort performs some type of action on the data, such as writing it to a file.

Frame

A rectangular region within the browser window that displays a web page alongside other pages in other frames.

Full-text Index

An index containing every word of every document cataloged, including [stop words](#).

Fuzzy Search

A search that will find matches even when words are only partially spelled or misspelled.

G

GET Method

The GET method is a way of passing parameters of an HTTP request from the browser to the server. This method puts the parameters, usually separated by special characters such as ampersands ("&"), in the URL itself, which is viewable to the person using the browser. The other method is POST, which is used when the site does not want to pass the parameters in the URL. This is desirable when there is a large quantity of text to send to the server or the information is sensitive. Here is an example GET request:

```
http://www.google.com/support/urchin/bin/answer.py?  
answer=21318&query=UTM&topic=0&type=f
```

GIF

A graphics file type -- Graphics Interchange Format -- a compressed, bitmapped format often used on the web because of its good quality/compression ratio when used on certain image types, particularly those with large flat areas of color.

Goal Conversion Rate

In the context of Campaign Tracking, the percentage of sessions on a site that result in a conversion goal being reached on that site.

Graphic User Interface

(GUI) Pronounced "gooey". A method of controlling software using on-screen icons, menus, dialog boxes, and objects that can be moved or resized, usually with a pointing device such as a mouse.

H

HTML

Hyper Text Markup Language is used to write documents for the World Wide Web and to specify hypertext links between related objects and documents.

HTTP

Hyper Text Transfer Protocol is a standard method of transferring data between a web server and a web browser.

Hardware

A computer and the associated physical equipment directly involved in the performance of data-processing or communication functions.

Headword

A Long Tail keyword is a keyword with two or more words associated with a headword. For Example, if your Parent Theme is "tshirt", then "custom tshirt design" is a Long Tail keyword, with a headword of "tshirt". "custom tie-dye tshirt design" is a longer Long Tail with the same

headword.

Hit

A hit is simply any request to the web server for any type of file. This can be an HTML page, an image (jpeg, gif, png, etc.), a sound clip, a cgi script, and many other file types. An HTML page can account for several hits: the page itself, each image on the page, and any embedded sound or video clips. Therefore, the number of hits a website receives is not a valid popularity gauge, but rather is an indication of server use and loading.

I

IIS

Microsoft Internet Information Server, or IIS as it's commonly called, is a popular web server software system for Windows operating systems. It is currently unavailable for other operating systems. For more information, see Microsoft.com.

IP Address

An identifier for a computer or device on a TCP/IP network. Networks using the TCP/IP protocol route messages based on the IP address of the destination. The format of an IP address is a numeric address written as four numbers separated by periods. Each number ranges from 0 to 255.

ISP

Internet Service Provider. A company which provides other companies or individuals with access to, or presence on, the Internet. Most ISPs are also Internet Access Providers -- extra services include help with design, creation and administration of WWW sites, etc.

Impression

A display, on a search engine or other source, of a referral link or advertisement.

Include

"Include" is a filter type available in the Google Analytics Filters configuration. If an Include filter is applied to a Profile, only those log file lines (hits) that match the Include will be used in the creation of the corresponding Google Analytics reports.

Index

The searchable catalog of documents created by search engine software. Also called "catalog." Index is often used as a synonym for search engine. Index is commonly pluralized as "indices." However, Search Engine Watch instead uses the alternative plural form "indexes."

Initial Session

This is the first Session conducted by a trackable Unique Visitor during the current Date Range. This value is equal to the total number of Unique Visitors during the same Date Range (each Unique Visitor has at least one session). This value is provided in contrast to Repeat Sessions.

J

Java

An object-oriented programming language invented by Sun Microsystems. Java is designed to run on any type of computer hardware through an intermediary layer called a virtual machine, which translates Java instructions into native code for that particular computer.

JavaScript

Small element of code embedded on web pages and executed by the browser when the page is viewed by a visitor.

K

Keyword

A keyword is a database index entry that identifies a specific record or document. Keyword searching is the most common form of text search on the web. Most search engines do their text query and retrieval using keywords. Unless the author of the web document specifies the keywords for her document (this is possible by using meta tags), it's up to the search engine to determine them. Essentially, this means that search engines pull out and index words that are believed to be significant. Words that are mentioned towards the top of a document and words that are repeated several times throughout the document are more likely to be deemed important.

KGO

KGO stands for Keyword Generation Only. There may be synonyms that are not part of your "theme definition" but are still useful for generating keywords related to your theme. The KGO indicator limits the impact these synonyms have on forming the basis of your theme, i.e. they will not be eligible for the Theme Relevance Index [TRI Parent Theme](#).

Keyword Search

A search for documents containing one or more words that are specified by a user.

L

Last Run

This is the time the task in question last ran, whether successfully or not. As soon as the same task is run again, this value will change to the new start time.

Latent semantic analysis (LSA) is a technique in [natural language processing](#), in particular in [vectorial semantics](#), of analyzing relationships between a set of documents and the terms they contain by producing a set of concepts related to the documents and terms. LSI is an indexing of Latent Semantic Analysis.

LSA uses a [term-document matrix](#) which describes the occurrences of terms in documents; it is a [sparse matrix](#) whose rows correspond to documents and whose columns correspond to [terms](#), typically [stemmed](#) words that appear in the documents. A typical example of the weighting of the elements of the matrix is [tf-idf](#) (term frequency-inverse document frequency): the element of the matrix is proportional to the number of times the terms appear in each document, where rare terms are upweighted to reflect their relative importance.

LSA transforms the occurrence matrix into a relation between the terms and some *concepts*, and a relation between those concepts and the documents. Thus the terms and documents are now indirectly related through the concepts.

Log file

A file created by a web or proxy server which contains all of the access information regarding the activity on that server. Each line in a log file generated by web server software is a hit, or request for a file. Therefore, the number of lines in a log file will be equal to the number of hits in the file, not counting any field definitions line(s) that may be present.

Long Tail Keyword

A Long Tail keyword is a keyword with two or more words associated with a headword. For example, if your Parent Theme is "tshirt", then "custom tshirt design" is a Long Tail keyword, with a headword of "tshirt". "custom tie-dye tshirt design" is a longer Long Tail with the same headword. The parent theme or synonyms are eligible to be the headword and any word or words that are combined with it, before or after it, is the tail.

Synonyms marked KGO, or Keyword Generation Only, on the Synonym Verification Screen are not eligible to be headwords of Long Tail keywords.

Please read [The Long Tail Review](#) in order to understand the complexities around Long Tail Markets.

M

Market Category

A Market Category is a TRI category assigned to keywords that have a number of competing pages over 10,000,000.

Market Segment

A Market Category is a TRI category assigned to keywords that have a number of competing pages between 1,000,000 and 10,000,000.

Market Share

Market share, in strategic management and marketing, is the percentage or proportion of the total available market or market segment that is being serviced by a company. ThemeZoom has adapted this concept to keywords to provide an indication for what percent or proportion of the total market, or parent theme, is related to or discussing this keyword.

Medium (Campaign Tracking)

In the context of campaign tracking, medium indicates the means by which a visitor to a site received the link to that site. Examples of mediums are "organic" and "cost-per-click" in the case of search engine links, and "email" and "print" in the case of newsletters. The UTM variable for medium is `utm_medium`.

Medium is one of the five dimensions of campaign tracking; the other four dimensions are source, campaign, term, and content.

Meta Tag

A special HTML tag that provides information about a web page. Unlike normal HTML tags, meta tags do not affect how the page is displayed. Instead, they provide information such as

who created the page, how often it is updated, what the page is about, and which keywords represent the page's content. Many search engines use this information when building their indices.

Micro Niche

A Micro Niche is a TRI category assigned to keywords that have a number of competing pages between 600 and 2,500.

[Money Keywords](#)

"Money keywords" are keywords that have been converted into trackable sales.

Multihome

A multihome, or load balanced, network means distributing processing and communications activity evenly across a computer network so that no single device is overwhelmed. Load balancing is especially important for networks where it's difficult to predict the number of requests that will be issued to a server. Busy websites typically employ two or more web servers in a load balancing scheme. If one server starts to get swamped, requests are forwarded to another server with more capacity.

N

NCSA

NCSA stands for the National Center for Supercomputing Applications. The NCSA developed several important web protocols and software systems, including the standard logging type used by Apache - NCSA Extended Combined.

Navigation

Describes the movement of a user through a website or other application interface. This term also indicates the system of available links and buttons that the user can use to navigate through the website.

Negative Keyword

You can use negative keywords to weed out irrelevant searches. To specify a negative keyword, place a negative sign (-) before the keyword. If your keyword is *tennis shoes* and you add the negative keyword *-cheap*, your ad won't appear when a user searches for *cheap tennis shoes*. You can apply this option for a keyword at both the Ad Group and campaign level.

Network

A set of computers connected so that they can communicate and share information. Most major networks are connected to the global network-of-networks, called the Internet.

Niche

A Niche is a TRI category assigned to keywords that have a number of competing pages between 2,500 and 150,000.

No Referral

The "(no referral)" entry appears in various Referrals reports in the cases when the visitor to

the site got there by typing the URL directly into the browser window or using a bookmark/favorite. In other words, the visitor did not click on a link to get to the site, so there was no referral, technically speaking.

O

OS

(Operating System) Software designed to control the hardware of a specific data-processing system in order to allow users and application programs to employ it easily. (MacOS, Windows 95)

Online

A general term referring to anything connected to or conveyed through a communication network.

Organization

The classification to which a Domain Name belongs. Typical Suffixes are: .com = Commercial, .org = Organization, .edu = Educational, .int = International, .gov = Government, .mil = Military, net = Network

Outbound Anchor Text

Outbound anchor text is a way to gain quality backlinks to your site, in addition to related site themes. When a link incorporates a keyword into the text of the hyperlink, this is called quality anchor text. Instead of using words like "click here" which probably won't relate in any way to your website, using the words "Please visit our tips page for how to use spirulina" is a far better way to utilize a hyperlink.

P

PDF

Portable Document Format. File format developed by Adobe Systems to allow for display and printing of formatted documents across platforms and systems. PDF files can be read on any system equipped with the Acrobat Reader software, regardless of whether or not your computer has the software that the document was created in.

Page

Also known as a web page, a page is defined as a single file delivered by a web server that contains HTML or similar content. Any file that is not specifically a GIF, JPEG, PING, JS (javascript), or CSS (style sheet) is considered a page.

Pageview

A page is defined as any file or content delivered by a web server that would generally be considered a web document. This includes HTML pages (.html, .htm, .shtml), script-generated pages (.cgi, .asp, .cfm, etc.), and plain-text pages. It also includes sound files (.wav, .aiff, etc.), video files (.mov, etc.), and other non-document files. Only image files (.jpeg, .gif, .png), javascript (.js) and style sheets (.css) are excluded from this definition. Each time a file defined as a page is served, a pageview is registered by Google Analytics.

Parent Theme

The Parent Theme is the theme shown in the [Parent Theme Pop Down](#) on the Zoom Analysis Screen. All of the TRI™ rankings of keywords are relative to the Parent Theme (and its [synonyms](#)).

Password

A password is the word or code used to authenticate a user on the Google Analytics administration or reporting system, or any other protected system. It is advisable to use passwords that are difficult to guess, such as those containing numbers or symbols.

Path

A Path is defined as a series of clicks resulting in distinct pageviews. A Path cannot contain non-pages, such as image files. Each step in a path will have a name, such as "index.html".

Pay-Per-Click (PPC)

An advertising model in which the sponsor (advertiser) pays a certain amount to the publisher each time the sponsor's ad is clicked. Also referred to as cost-per-click.

[Pay-Per-Click \(PPC\) Keywords](#)

PPC (pay per click) keywords are ANY keywords that currently appear within any PPC campaign.

Phrase

A Phrase is a TRI category assigned to keywords that have a number of competing pages under 600.

Phrase Match

In the context of performing a Search Engine query, a Phrase Match query is simply a query phrase which has quotation marks (") around it. Such a query requires the webpages returned by the query to contain the exact phrase you typed in. This is in contrast to a [Broad Match](#) query, which does *not*.

In the context of placing an Ad in Google AdWords, Phrase Match is as follows:

If you enter your keyword in quotation marks, as in "*tennis shoes*", your ad will appear when a user searches on the phrase *tennis shoes*, in this order, and possibly with other terms in the query.

In this case, the search can also contain other terms as long as it includes the exact phrase you've specified. For example, your ad may appear for the queries *buy tennis shoes* and *tennis shoes store* but not *shoes for tennis*.

Phrase Search

A search for documents containing a exact sentence or phrase specified by a user.

Platform

A platform is a specific computer hardware and software operating system combination that represents a specific user's configuration and method of accessing the Internet. Common platforms include Windows NT/x86 (Microsoft Windows NT on a standard Intel-type PC), Mac PPC (Macintosh with Power PC processor), Red Hat Linux 6.1 x86 (Linux on a standard

Intel-type PC).

Polyseme

A word or phrase with multiple, related meanings. Homophonous words are judged to be polysemous if their meanings are related, and since the vague concept of relatedness is the test for polysemy, judgements of polysemy can be very difficult to make. Because applying pre-existing words to new situations is a natural process of language change, looking at words' etymology is helpful in determining polysemy.

Polysemous Words

Words having more than one meaning.

Post

There are two methods to send HTML form data to a server. GET, the default, will send the form input in an URL, whereas POST sends it in the body of the submission. The latter method means you can send larger amounts of data, and that the URL of the form results don't show the encoded form.

Precision

The degree in which a search engine lists documents matching a query. The more matching documents that are listed, the higher the precision. For example, if a search engine lists 80 documents found to match a query but only 20 of them contain the search words, then the precision would be 25%.

Prior Unique Visitor

A Prior Unique Visitor is defined as a unique visitor to the website that returned during the specified Date Range after previously visiting your site, as identified by tracking devices such as cookies.

Profile

A Profile is a set of rules governing the production of a set of Google Analytics reports from log file data. Generally, there will be one Profile per domain/URL (e.g., www.googleanalytics.com). However, there can be any number of Profiles for any one source, as each may have different rules for exclusion or inclusion of certain log data elements.

Protocol

An established method of exchanging data over the Internet.

Proximity search

A search where users specify that documents returned should have the words near each other.

Q

Query-By-Example

A search where a user instructs an engine to find more documents that are similar to a particular document. Also called "find similar."

Query Token

A query token is a special character in URL that differentiates the main URL from the specific query. For example, in this URL:

http://www.google.com/search?q=analytics

the query token is the question mark.

R

ROI (Return on Investment)

(Revenue - Cost)/ Cost, expressed as a percentage.

Recall

Related to precision, this is the degree in which a search engine returns all the matching documents in a collection. There may be 100 matching documents, but a search engine may only find 80 of them. It would then list these 80 and have a recall of 80%.

Referral Errors

A referral error occurs whenever someone clicks on a link that points to your site but that contains a reference to a non-existent page or file. This action usually results in a "404 Not Found"-type error.

Referrals

A referral occurs when any hyperlink is clicked on that takes a web surfer to any page or file in another website; it could be text, an image, or any other type of link. When a web surfer arrives at your site from another site, the server records the referral information in the hit log for every file requested by that surfer. If a search engine was used to obtain the link, the search engine name and any keywords used are recorded as well.

Referrer

The URL of an HTML page that refers visitors to a site.

Regular Expressions

Regular Expressions are tools defined by the POSIX specification used to match text strings based on rules invoked by special characters, such as asterisks ("*"). Regular Expressions are powerful tools and should be fully understood before use. For more information, please see the [IEEE site](#).

Relevancy

How well a document provides the information a user is looking for, as measured by the user.

Repeat Session

This is a session for which the visitor could be tracked as unique and as having been to the site before this session during the current Date Range .

Report

A report set is a distinct Google Analytics report about one particular web site, part of a web site, or content group. A report set will have all of Google Analytics' reporting features

dedicated to the analysis of itself only. Generally, one report set is defined for each web site, though more than one can be configured.

Returning Sessions

Returning Sessions represents the number of times unique visitors returned to your website during a specified time period.

Revenue

In versions of Google Analytics that support e-commerce reporting, the term Revenue is used in place of whichever local currency is being used, since Google Analytics supports currencies other than the US dollar. Revenue tabs appear on several reports as a data display option when appropriate.

Reverse DNS

Name resolution software that looks up an IP address to obtain a domain name. It performs the opposite function of the DNS server, which turns names into IP addresses.

S

Scalable

Quality of an implementation that allows it to grow as the usage of the service increases.

Script

A short computer program written in a simplified programming language, such as JavaScript, VBScript, or Perl.

Search Engine

A Search Engine is a program that searches documents for specified keywords and returns a list of the documents where the keywords were found, ranked according to relevance (or at least that's the intent). Although a search engine is really a general class of programs, the term is often used to specifically describe systems like Google and AltaVista that enable users to search for documents on the World Wide Web. Search engine is often used synonymously with spider and index, although these are separate components that work with the engine.

SERP

Search Engine Results Page: The page displayed by the Search Engine after a query has been submitted.

Session

A Session is a defined quantity of visitor interaction with a website. The definition will vary depending on how Visitors are tracked. Some common visitor tracking methods and corresponding Session definitions:

- IP-based Visitor Tracking: A Session is a series of hits from one visitor (as defined by the visitor's IP address) wherein no two hits are separated by more than 30 minutes. If there is a gap of 30 minutes or more from this visitor, an additional Session is counted.
- IP+User Agent Visitor Tracking: A Session is a series of hits from one visitor (as defined by the visitor's IP address and user-agent, such as Netscape 4.72) wherein no two hits are separated by more than 30 minutes. If there is a gap of 30 minutes or more from this visitor, an additional Session is counted.

- Unique Visitor Tracking (cookie-based, such as Google Analytics' UTM): A Session is a period of interaction between a visitor's browser and a particular website, ending upon the closure of the browser window or shut down of the browser program.

Shell Archive

A shell archive is a collection of files that can be unpacked by using the Unix Bourne shell command interpreter `/bin/sh`.

Site Domains

Site Domains are all the valid domains (URLs) that point to a given website. For example, the Site Domains for `google.com` are: `www.google.com`, and `google.com`.

Silo

A Silo is something that is kept separate or compartmentalized. A siloed website will have a structure whose different themes or topics are relegated to individual silos. The website's index page will have a link to the top of each silo. These top silo pages are also known as the "silo landing page". Pages within a silo will link only to other pages within that silo or to the landing pages of other silos.

You can picture a siloed website as an inverted tree structure with the index page at the top, linking down to each silo landing page, and these landing pages linking to articles further down the silo.

Outbound links to other websites are not allowed on the index page or the silo landing pages; they are only allowed at the bottom levels of the website tree.

There are two styles of silos: directory and virtual. The directory silo is a structure that is created using folders or directories on the website. Each silo is contained within its own directory.

Virtual silos are created solely via their linking structure, and have either no folder structure (as in a [CMS](#)-based website) or ignore the folder structure in use.

For examples of siloed website architectures, see:

[single silo method](#) and [multiple silo method](#)

For more information about silos, see ["What the heck are Silos"](#)

[Site Search Keywords](#)

Site Search Keywords are keywords that have been searched for by visitors while on your website. They are typically collected through the logs of site search software.

Software

The programs, routines, and symbolic languages that control the functioning of the hardware and direct its operation. Written programs or procedures or rules and associated documentation pertaining to the operation of a computer system and that are stored in read/write memory.

Source

Also known as source code. The actual text and commands stored in an HTML file (including tags, comments, and scripts) that may not be visible when the page is viewed with a web browser.

Source (Campaign Tracking)

In the context of campaign tracking, a source is the origin of a referral. Examples of sources are the Google search engine, the AOL search engine, the name of a newsletter, or the name of a referring web site. The UTM variable for source is `utm_source`.

Source is one of the five dimensions of campaign tracking; the other four dimensions are campaign, medium, term, and content.

Spider

The software that scans documents and adds them to an index by following links. Spider is often used as a synonym for search engine.

Status Code

A status code, also known as an error code, is a 3-digit code number assigned to every request (hit) received by the server. Most valid hits will have a status code of 200 ("ok"). "Page not found" errors will generate a 404 error. Some commonly seen codes are in shown below in bold .

- 100 Continue
- 101 Switching Protocols
- 200 OK
- 201 Created
- 202 Accepted
- 203 Non-Authoritative Information
- 204 No Content
- 205 Reset Content
- 206 Partial Content
- 300 Multiple Choices
- 301 Moved Permanently
- 302 Moved Temporarily
- 303 See Other
- 304 Not Modified
- 305 Use Proxy
- 400 Bad Request
- 401 Authorization Required
- 402 Payment Required
- 403 Forbidden
- 404 Not Found
- 405 Method Not Allowed
- 406 Not Acceptable
- 407 Proxy Authentication Required
- 408 Request Time-Out
- 409 Conflict
- 410 Gone
- 411 Length Required
- 412 Precondition Failed
- 413 Request Entity Too Large
- 414 Request-URL Too Large
- 415 Unsupported Media Type
- 500 Server Error
- 501 Not Implemented
- 502 Bad Gateway
- 503 Out of Resources
- 504 Gateway Time-Out
- 505 HTTP Version not supported

Stemming

The ability for a search to include the "stem" of words. For example, stemming allows a user to enter "swimming" and get back results also for the stem word "swim."

Stop Words

Conjunctions, prepositions and articles and other words such as AND, TO and A that appear often in documents yet alone may contain little meaning.

Subtheme

A Subtheme is a TRI category assigned to keywords that have a number of competing pages between 150,000 and 1,000,000.

[Swiped Keywords](#)

Within the Theme Zoom proprietary keyword system, keywords that have been extracted from the website of your competitor are called swiped keywords.

T

Task

A Task is a log-processing event of any type programmed into the Scheduler. Tasks can be set to execute at virtually any frequency desired, but are generally set to run at a daily interval.

Term (Campaign Tracking)

In the context of campaign tracking, term refers to the keyword(s) that a visitor types into a search engine. The UTM variable for term is utm_term. Term is one of the five campaign dimensions; the other four are source, medium, content, and campaign.

Thesaurus

A list of synonyms a search engine can use to find matches for particular words if the words themselves don't appear in documents.

Top-Level Domain

A Top-Level Domain (TLD) is the last part of a URL or domain name. For instance, the TLD of google.com is ".com", and the TLD of google.co.uk is ".uk".

Total Unique Visitor Sessions

The total number of Sessions from identified Unique Visitors during the time period (Date Range) being analyzed.

TRI™

TRI™ stands for Theme Relevance Index. It is an indicator of the co-occurrence of the parent theme and keyword, gleaned by examining the relationship of the keyword to the [Parent Theme](#). Sometimes the keyword has a greater relevancy to a synonym of the current parent theme, therefore, we first determine which of the parent theme synonyms (or the parent theme itself) is most closely related to the keyword. We call that synonym the keyword's TRI Parent.

TRI™ is comprised of three parts, the TRI Classification, TRI Category and TRI Index.

TRI Classification assignment distinguishes a keyword as being broader in scope (a larger number of competing pages) than the TRI Parent. This indicates that the keyword is further up the vertical market than its TRI parent.

TRI Category indicates two broad ideas about a keyword.

1. A size category
2. The general relevance between the keyword and its TRI parent (Latent Categories)

1) Size Categories:

From broadest to narrowest in number of competing websites, the following TRI Categories are as shown in the table below:

Category	Number of Competing Websites
Market Category	More than 10,000,000
Market Segment	More than 1,000,000
Subtheme	More than 150,000
Niche	More than 2,500
Microniche	More than 600
Phrase	Less than 600

2) Latent Categories:

Latent means the demonstration of the relationship to the Parent Theme is not as obvious. These have less than a 50% co-occurrence between the keyword and the TRI Parent. Latent categories contain the same number of competing websites as the non-latent equivalent. The name is changed only in that the term "latent" is placed before the non-latent terms (listed in the table above).

TRI™ Index or Co-occurrence Percent. It is an indicator of how closely related a keyword is to the current TRI Parent. The TRI™ Index is normally a value from 1 to 100 with 100 representing the closest relationship between a keyword and the parent theme, and 1 representing the farthest. Latent categories have a TRI Index from 1 to 50. Non-latent categories have a TRI from 51 to 100. The TRI™ Index is displayed as 1000% for the Parent Theme to draw attention to the fact that it is not simply another keyword.

U

URL

Uniform Resource Locator is a means of identifying an exact location on the Internet. For example, <http://www.googleanalytics.com/support/platforms.html> is the URL that defines the use of HTTP to access the web page platforms.html in the /support/ directory on the Google Analytics website. URLs typically have four parts: protocol type (HTTP), host domain name (www.googleanalytics.com), directory path (/support/), and file name (platforms.html).

UTM

The UTM is the Google Analytics Traffic Monitor, a system whereby unique visitors can be accurately tracked using a combination of server and client-side technology including cookies.

Please see the UTM white paper for more information.

Unique Visitor Session

A Unique Visitor Session is a quantity of visitor interaction with a website for which the visitor can be tracked and declared with a high degree of confidence as being unique for the time period being analyzed.

Unique Visitors

Unique Visitors represents the number of unduplicated (counted only once) visitors to your website over the course of a specified time period. A Unique Visitor is determined using cookies.

Untrackable Session

A period of visitor interaction with a website for which the visitor cannot necessarily be distinguished as unique or not.

User

As it pertains to Google Analytics, a user is defined as a person who has specific report set access, a username and password. To set up a user in Google Analytics' administrative system, click on the Access Manager tab at the top of the screen. Then click "Add" in the Existing Access table on the right.

User Agent

A user agent is a generic term for any program used for accessing a website. This includes browsers (such as Internet Explorer or Netscape), robots and spiders, and any other software program that acts as an "agent" for someone or something seeking information from a website.

Username

A Username is a name used to gain access to a computer system. Usernames, and usually passwords, are required in multi-user systems. In most such systems, users can choose their own usernames and passwords.

V

Vertical Market

A vertical market, or niche market, is a group of similar businesses and customers which engage in trade based on specific and specialized needs. Oftentimes, participants in a vertical market are very limited to a subset of a larger industry. An example of this sort of market is the market for point-of-sale terminals, which are often designed specifically for similar customers and aren't available for purchase to the general public.

Visit

See [Session](#)

Visitor

A Visitor is a construct designed to come as close as possible to defining the number of actual, distinct people who visited a website. There is of course no way to know if two people

are sharing a computer from the website's perspective, but a good visitor-tracking system can come close to the actual number. The most accurate visitor-tracking systems generally employ cookies to maintain tallies of distinct visitors.

Visitor Session

A Visitor Session is a defined period of interaction between a Visitor (both unique and untrackable visitor types) and a website. The definition of a [Session](#) varies depending on the type of visitor tracking employed.

Visitor Sessions

Visitor Sessions represents the number of times individual users visited your website over the course of a specified time period. This is a sum of First-time, Returning, and Unknown Sessions.

Visitors Total

Visitors is the number of Total Unique Visitors plus the number of Untrackable IP-based Visitors, which represents all individual visitors to your website over the course of a specified time period.

W

W3C

The W3C, or World Wide Web Consortium, is a standards body dedicated to ensuring interoperability between all the varied system and network types that comprise the World Wide Web part of the Internet. The W3C log format is commonly used by several web server software systems, such as Microsoft IIS. For more information, see the [W3C website](#).

Web Server

This is a vague term whose meaning must be determined by the context in which it's used. It will mean one of two things: The physical computer that acts as a server. This is a computer just like any other. It is also called a server because its main function is to deliver web pages. Often there is nothing particularly special about a server's hardware, it's only a server because of the software.

Appendix B: Appendix A: Filter Function General Overview

This section covers the general use of the Filtering Function of Theme Zoom.

Why Filter?

The main reason to use the filter function is to save time and reduce the number of keywords you are analyzing. You may delete keywords or define criteria for displaying only certain keywords. This saves time and makes your work easier.

Two ways to use the Filter function:

1. You can delete those keywords which are never going to be of interest to you, thereby greatly reducing the refresh/repaint time on the Zoom Analysis Screen. The refresh/repaint time is longer for large amounts of keywords (i.e. more than 5,000 keywords). You would use the Delete Keywords function. *Be advised: You will not be able to retrieve them again as they are deleted from the database.*

2. Display only the keywords of interest to you on the Zoom Analysis Screen. This hides or temporarily "filters them out." Then, when you change the filter criteria they will reappear. They are not deleted.

Filter Before Doing [Get Remaining Data](#)

You can filter your keyword list before you do a Get Remaining Data for the list. The Get Remaining Data function for large numbers of keywords is time consuming. You may want to filter out those you know you don't want and then use the Get Remaining Data Function so that you are not waiting too long for the list.

Note: The only filter criteria you can use for this type of filtering are the criteria *above* the message "**Filter options below this line function ONLY when all column data has been fetched**".

Filter for Design of Website

In the beginning stages of your website design, when you are still undecided about the main theme and the silo structure of your website, we suggest that you filter out keywords that have zero traffic (Clicks Per Day) or zero cost (Cost Per Click). This alone will *greatly* reduce the size of your displayed keyword list. This is a VERY useful filter when you're at a "high-level" of analysis, looking for a good market, website theme, or silo theme.

Then, once you have used the "Get Remaining Data" function to fill in all remaining column data, you can use the Filter to display only single, double, triple and quadruple nominated silos. This use of filtering will provide you with a quick way to decide how to design your website.

Filter for Pay Per Click or AdSense Campaigns

You may also want to filter out keywords which have zero traffic (Clicks Per Day) or zero cost (Cost Per Click) when creating a Pay Per Click campaign or an AdSense campaign targeting a specific topic or theme. This saves time when analyzing keywords for your campaigns, and allows you to filter data according to your target market.

Filter for Longtail Keywords

When you have your silos and articles defined, you are then at a "low-level" of analysis. You are looking to fill in the silos of your website with Expert Verbiage and Long Tail keywords. Long Tail keywords often do not have cost or traffic associated with them, so you do not want to filter for cost and traffic at this point.

Other Uses

There are many ways to filter the Zoom Analysis data. Each of the types of filters are explained in detail in each of the following Filter by....sections of this manual.

VIDEO: General Filter

[Watch Eddie's general Filter Video](#)

[Watch Russell's general Filter Video](#)

Appendix B: Offsite Promotions Overview

This section covers an overview of Off-Site Promotions.

Within the [Theme Zoom Members Area](#) we reveal extremely powerful techniques and tools enabling you to very quickly perform off-site promotional tasks. We will also teach you when NOT to engage in off-site promotional activities (such as before your site is indexed). Many of these strategies are also laid out in The Plan and [The Master Plan](#) by Charles Heflin.

There are dozens of ways to promote your website off-site.

Press Release (PR):

Paid Press Release submission is the most expensive of the methods, but is also the most effective. To learn more about these techniques please sign up for the [Theme Zoom Forum](#). The Theme Zoom Forum is free, and there is a wealth of information accessible there. There is an entire PR section moderated by [Jeff Dodson of Singular Marketing](#).

We suggest that you do not engage in promoting your website via online press releases until you fully understand the complexities of doing so. We cover the basic concepts of online press release inside the [Theme Zoom Members Area](#).

Important:

Paid Press Release is one of the most powerful methods of generating theme-focused inbound links. When done properly these inbound links come from quality PR websites and news sites such as [PR WEB](#).

Proper press release creation and submission is a profession. Furthermore, optimizing a press

release to include proper keyword anchor text is yet another level of refinement beyond creating a professional online press release. In summary, online press release creation and submission is *not* the same as offline PR. You should carefully choose who you hire to create search engine optimized press releases. When you utilize PR WEB and other such services there is a higher price point tied to keyword anchor text inclusion. Anchor text inclusion means that your Press Release will have click-able links on keywords that are the theme or topic of your silo or website.

If you would like to learn how to create incredibly effective online PR campaigns on your own, [Mark Harty of PR-Traffic](#) is worth every penny of the asking price.

If you would like to hire an independent SEO qualified consultant we recommend [Jeff Dodson of Singular Marketing](#)

Submit to Article Directories:

Submitting well written articles to article directories is a promotional method that can profoundly improve your ranking over time. When "Submit to Article Directories" appears in the Off-Site Promotions column, be advised that there are rules to follow when promoting in this way. Please see [Theme Zoom Members Area](#) for more information.

The current Theme Zoom Approved article submission software is called [Article Announcer](#). Please utilize the educational videos and the wealth of knowledge provided with the Article Announcer software. Make sure that you take the time to learn the subtleties behind article submission.

Important:

We do not recommend that you engage in anchor text expensive press release or article submission until you have developed the [silo architecture](#) of your site and it has been submitted to the directories.

Create Tag:

A tag is a relevant keyword or term associated with a file or piece of data. Virtually anything can be tagged; an image, an article, or a video clip. This allows both the webmaster and the social tagging networks to use the "wisdom of crowds" in the naming schemes of broad topics and themes.

What makes "tags" different than keywords is that they are chosen informally. They are not generally a part of a pre-defined naming scheme.

Generally, in order to tag properly you will need to have a plugin for the technology with which you plan to tag. These plugins usually provide a text box that allows you to enter a string of keywords that will become your tags when you post a blog entry.

For example, [WordPress](#) is a blogging software that automatically allows you to tag your blog folders and articles.

Another related software application which is *very* useful for this task is [Semiologic Pro](#).

[Flock](#) is a browser that was built on the Mozilla browser technology and allows you to interact on the fly with the social bookmarking networks like [Delicious](#), [Flickr](#), and [Technorati](#). It allows you to tag photos, webpages and videos in order to share them with others in the social bookmarking networks.

Many content management systems, including Joomla and Drupal, allow you to Tag anything within your website. Joomla also has the feature of allowing you to add "Tag Clouds" to your site. Tag clouds display whole clusters of socially driven keyword groups that give you a

sense of overall theme-at-a-glance.

Alternatively you can do it "manually". The HTML syntax is to use the attribute rel= "tag" to indicate that the linked-to page acts as a tag for the context at hand. For example, to tag a page on the Theme Zoom website with the topic of "keyword research" the HTML would look something like this:

```
<a href = "http://www.themezoom.com/public_audios/keyword_research"
rel="tag">keyword research</a>
```

Please see [Theme Zoom members area](#) for more information.

Appendix C: Blueprint Interface with ThemeMatic silo-site building software

This section describes the ThemeMatic Blueprint generation software interface.

The Thematic software can be purchased here:

[ThemeMatic](#)

As of this writing, all available documentation for ThemeMatic is here:

[Importing into ThemeMatic](#)

There are two videos that cover how to interface between Theme Zoom and Thematic.

[VIDEO: ThemeMatic Overview](#)

[VIDEO: Importing into Thematic](#)

Importing into ThemeMatic

This section covers using the Import into ThemeMatic software.

There are also two videos that explain this function. See:

[VIDEO: Importing into ThemeMatic](#)

[VIDEO: ThemeMatic Overview](#)

Note: This is all done within ThemeMatic:

On the blue tabs at the top, click on "theme preferences" on the gray tabs just underneath click on "TZ import" and there you put in your TZ username and password.

click on the "import Theme Zoom data" button at the top.

It says "If you have theme data created in TZ..." click "continue"

It may say "There are less records in the data source..." if so click "ok"

It says "About to import all Themes from TZ..." click "ok"

It says "About to import all silos from TZ..." click "ok"

It says "About to import all articles from TZ..." click "ok"

It says "About to import all Theme Keywords from TZ..." click "ok"

It says "About to import all Silo Keywords from TZ..." click "ok"

It says "About to import all Article Keywords from TZ..." click "ok"

You should be returned to the TZ Import screen with the username and password still displayed and when you click on the "show all themes" button at the top, it should show you all your themes...

VIDEO: Importing into ThemeMatic

This is a short video that explains how to Import into Thematic:

[How to Import data into ThemeMatic from Theme Zoom](#)

VIDEO: ThemeMatic Overview

This is a short video that gives an overview of how to use ThemeMatic software in conjunction with Theme Zoom:

[ThemeMatic Overview](#)

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